Real Man Design, Inc.

d/b/a

TOOB-TOSS

Strategic Business and Marketing Plan

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Appendixes

1.0 Executive Summary

The purpose of this business plan is to raise and examine the allocation of $250,000 for the continued development and expansion of a specialty toy manufacturing and distribution business based in Pittsburgh, Pennsylvania. Real Man Design, Inc. ("the Company" doing as TOOB-TOSS) intends to initially produce 10,000 units of its patented spring-assisted throw-and-catch toy that can be used indoors or outdoors (patent #7,662,012 B2). The business was founded by Cory Hoffman and Eric Wright. Revenue generating operations are expected to commence within the second quarter of 2018.

The Founders – Cory Hoffman and Eric Wright

Cory Hoffman and Eric Wright are highly experienced businesspeople that will be able to guide this business to profitability over the next five years. Mr. Hoffman is a business professional that has extensive entrepreneurial experience. Mr. Wright is an engineer by trade, and he also has substantial business managerial experience. Their biographies can be found in the fourth section of the business plan.

The TOOB-TOSS Product Line

As stated above, the TOOB-TOSS is a patented product that allows people of any age, ability, or skill level to throw this spring-assisted device. Although it can be used easily, it does take time to master it. It is a safe and affordable product.

The Company will use a number of sales channels for the TOOB-TOSS product line. This includes ongoing purchase order relationships with major big-box retailers, ongoing relationships with overseas wholesalers/distributors, and online sales channels (both through the Company's proprietary website and third party sales channels).

The product sold by the Company will be further discussed in the third section of the business plan.

The Financing

At this time, Management is seeking to sell a negotiable equity interest in the business in exchange for the $250,000 of requisite capital sought in this business plan.

The funds are required for the following:

- Acquisition of inventory from third-party manufacturers.
- Cash for maintaining normal business operations
- Location development
- General furniture, fixtures, and equipment

The second section of the business plan will further discuss the usage of investment funds.

Sales Forecasts

The Company anticipates a strong rate of growth upon the commencement of revenue generating operations. Below is a chart that exemplifies Management's vision for growth during the next five years of operations.

Proforma Profit and Loss (Yearly)					
Year	1	2	3	4	5
Sales	$1,531,200	$2,909,280	$4,800,312	$7,200,468	$10,080,655
Cost of Goods Sold	$694,320	$1,319,208	$2,110,733	$3,271,636	$4,416,708
Gross Profit	$836,880	$1,590,072	$2,689,579	$3,928,832	$5,663,947
Total Operating Costs	**$645,276**	**$902,766**	**$1,229,284**	**$1,661,281**	**$2,148,622**
EBITA	**$191,604**	**$687,306**	**$1,460,296**	**$2,267,552**	**$3,515,325**

The Future

As time progresses, the Company will continue to develop new promotional and advertising campaigns to further drive new sales of the Company's TOOB-TOSS product line. Additionally, the Company may continually add new and improved products to the Real Man Design' line of products to expand the business organically. The seventh section of the business plan will further describe the extensive marketing campaigns that the Company will use to promote the Company's products and brand names.

2.0 The Financing

2.1 Funds Required

The business will require a cash inflow of $250,000 to properly expand and maintain its manufacturing, wholesale, and retail trading operations (with the products discussed in the next section of the business plan). Below is a brief breakdown of how the funds will be allocated:

Projected Startup Costs	
Initial Inventory	$150,000
General Furniture, Fixtures, and Equipment	$25,000
Facility Development	$15,000
Working Capital	$52,500
Professional Fees and Licensure	$5,000
Misc. Development Costs	$2,500
Total Startup Costs	$250,000

2.2 Investor Equity

This will be discussed during negotiations.

2.3 Management Equity

This will be discussed during negotiations.

2.4 Board of Directors Composition

This will be discussed during negotiations.

2.5 Exit Strategies

The Management has discussed and planned for a possible exit strategy. The strategy would be to sell Real Man Design, Inc. to a larger entity at a significant premium. Since, the toy manufacturing and distribution industry maintains a moderate risk profile; the Management feels that the Company could be sold for five to seven times earnings.

3.0 The TOOB-TOSS Product Line

As stated in the executive summary, TOOB-TOSS is a revolutionary, affordable toy that can be used indoors or outdoors for hours of healthy physical activity. The product can be used by people of all ages, skill sets, and physical abilities. While it is easy to use the TOOB-TOSS product line, it does take time and practice to master the toy. The business maintains a patent on the product line (patent number 7,622,012 B12). The TOOB-TOSS product line will have a retail sales price of $19.99 to $24.99. The wholesale price of the product will be $10 to $12 per unit. The manufacturing cost is $4 to $6.

The device itself is a 3D compressible hollow object about the size of a football. The nylon sleeve wraps around a spring that compresses the tube. This patented design allows for the Venturi effect for throwing a flight stabilization. It is weather safe. The patented nature of the Company's product line will allow for substantial licensing abilities including embossing the logos of universities/colleges, corporations, and characters on the nylon sleeve portion of the product. Mr. Wright is the inventor and patent holder of the TOOB-TOSS product. The Company has received substantial interest among a number of different companies to act as the manufacturer and supply chain management firm for Real Man Design, Inc.

As will be discussed further in this document, the Company will use multiple sales channels in order to distribute the Company's product line. Foremost, the business will develop ongoing purchase order relationships with major retailers throughout the United States and abroad. Real Man Design, Inc. will also maintain extensive online sales platforms (both proprietary and through third party channels) that will ensure maximum inventory turnover from the onset of sales operations. The marketing and distribution channels to be used by the business will be further discussed in the seventh section of the business plan.

Below are images of the TOOB-TOSS toy:


The Original!


TOOB TOSS
The Original!


TOOB TOSS
The Original!

4.0 Overview of the Organization

4.1 Registered Name

Real Man Design, Inc. The Company is registered as a for profit corporation in the Commonwealth of Pennsylvania. The Company conducts operations under the brand name, TOOB-TOSS.

4.2 Commencement of Operations

The Company will commence revenue generating operations in mid 2018.

4.3 Mission Statement

Management's mission is to develop Real Man Design into a premier brand name provider of indoor/outdoor toys that are easy to use, promote fitness, and fun.

4.4 Vision Statement

Through Management's diverse areas of expertise and knowledge, the Founders of the Company expect to build a business that will achieve $10 million of revenue by the fifth year of expanded operations.

4.5 Organizational Objectives

- Developing strong relationships with national big-box stores, sporting goods stores, and related retailers.
- Maintain an expansive marketing campaign to promote the TOOB-TOSS product lines among several different types of advertising media.
- Create and market value added services to existing retail clients.
- Maintain an online Internet ordering platform so that Real Man Design can generate sales on a worldwide basis.

4.6 Organizational Values

- Complete disclosure and transparency regarding all financial transactions.
- Complete honesty and integrity when working with a manufacturer and wholesale distribution partners.
- Develop Real Man Design as a wealth and income creating vehicle for Investor(s) and the Company's Management.

4.7 Founders and Management Team

Eric Wright - Mr. Wright is the developer of TOOB-TOSS. He is an electrical engineer as well as a combustion turbine and generator specialist.

5.0 Strategic Analysis

5.1 External Environment Analysis

The business of toys and sporting oriented merchandise is a complex business that has significantly difficult operations to manage. This section of analysis will detail the overall economic climate and interest rate environment. Management feels that this analysis is often overlooked by many businesses, and as Real Man Design is in the toy and sporting products business – changes in interest rates and the political/economic environment can impact the costs of doing business.

Currently, the outlook of the US economy is moderate. Unemployment rates have declined while asset prices have risen substantially. Interest rates have remained low despite substantial increases in economic productivity and rises in asset values. As such, people have more money to spend on discretionary goods.

Inflation is somewhat of a concern for the Company. As the inflation rate decreases, the purchasing power parity of the American dollar decreases in relation to other currencies. This may pose a significant risk to the Company should rampant inflation, much like the inflation experienced in the late 1970s, occur again. This event would significant weaken the Company's ability to borrow funds, but also would severely impact the gross margins of the business. Real Man Design, Inc. intends to do a significant amount of business with overseas suppliers and vendors. Recent economic reports released by the US Federal Reserve indicate that inflation may be on the rise as the unemployment of the US has decreased over the last two years.

5.2 Industry Analysis

The aggregate sale of manufacture red athletic goods in the United States is a $8 billion a year business. As of the last economic census, the industry employed more than 40,000 people working among 1,400 companies.

This is a mature industry, and the excepted future growth rate of the industry will remain in lockstep with that of the general economy.

5.3 Customer Profile

Among individuals that will purchase the Company's TOOB-TOSS product line, Management has identified the following common characteristics:

- Annual income of $35,000+ per year
- Has a child/adolescent that enjoys remaining active outdoors
- Will spend $20 to $24 on the TOOB-TOSS product line, as it is fun as safe for everyone.

There are more than 150 million Americans that fall into the above demographic profile. As such, the market for the Company's product lines as it relates to games and sports activities is immense.

5.4 Competitive Analysis

As the Company has developed a proprietary product line, it is difficult to determine the competition that the business will face as it progresses through its operations. At this time, there is no other company that produces the unique spring-assisted tossed device game. Additionally, the Company has seventeen years of patent protection on all the products offered by the business.

Despite patent protection on the product lines offered by the business, it is imperative that the Company will engage a high impact marketing campaign to ensure that the brand names becomes highly recognized within the first three years of operation.

Major toy manufacturers that could develop a product line similar to TOOB-TOSS include:

- Hasbro
- Namco Bandai
- JAKKS
- Nerf
- Fisher Price

6.0 Key Strategic Issues

6.1 Sustainable Competitive Advantage

The Company will be able to maintain successful business operations because of the following:

- Price all merchandise at no lower than 200% markup over direct acquisition costs from manufacturers.
- Ability to effectively market products to the US market via a highly targeted public-relations, online, and traditional marketing campaign.
- An effective logistic system to handle all transportation and shipping from the acquisition of the Company's line of products to the delivery of goods to retailers and wholesalers.
- Experiences and motivated Founders, Cory Hoffman and Eric Wright.
- Provide high quality digital photos for customer to view merchandise online.

6.2 Basis for Growth

Real Man Design, Inc. will grow through three main avenues:

- The successful marketing and growth of the core TOOB-TOSS product line to the general public.
- Develop additional products that will compliment the Company's flagship TOOB-TOSS product line.
- Continued marketing of online platforms, which will generate substantial revenues for the business.

7.0 Marketing Plan

7.1 Marketing Objectives

- Establish a strong presence among toy product retailers and wholesalers (especially large big box stores).
- Develop strong relationships with sporting goods stores.
- Establish connections with overseas and North American and overseas based factories.
- Develop an Internet presence so that the Company can continually generate sales directly to customers.

7.2 Sales Forecasts

Yearly Sales Forecast					
Year	**1**	**2**	**3**	**4**	**5**
Growth (%)	0.0%	90.0%	65.0%	50.0%	40.0%
Wholesale Revenues	$1,056,000	$2,006,400	$3,310,560	$4,965,840	$6,952,176
Retail Revenues	$475,200	$902,880	$1,489,752	$2,234,628	$3,128,479
Totals	**$1,531,200**	**$2,909,280**	**$4,800,312**	**$7,200,468**	**$10,080,655**

Cost of Sales Forecast					
Year	**1**	**2**	**3**	**4**	**5**
Growth (%)	0.0%	90.0%	60.0%	55.0%	35.0%
Wholesale Revenues	$528,000	$1,003,200	$1,605,120	$2,487,936	$3,358,714
Retail Revenues	$166,320	$316,008	$505,613	$783,700	$1,057,995
Totals	**$694,320**	**$1,319,208**	**$2,110,733**	**$3,271,636**	**$4,416,708**

Gross Profit					
Year	1	2	3	4	5
Total	**$836,880**	**$1,590,072**	**$2,689,579**	**$3,928,832**	**$5,663,947**

7.3 Sales Assumptions

Year 1

- The Company will aggressively pursue its manufacturing and sales expansion program, and during early 2018, the Company will solidify its relationships with wholesale toy product distributors as well as big-box stores throughout the United States.
- Real Man Design, Inc. expects to achieve sales of $1.53 million in the first year of expanded operation.
- The Company's internet ordering platform is currently operational (www.toobtoss.com), and will be heavily marketed once inventory is acquired.

Year 2

- Management anticipates that it will expand it sales by 90% by significantly increasing the Company's marketing campaign via the expansion of the Company's online ordering platform while currently engaging a massive public relations campaign focused on the patented and unique nature of the TOOB-TOSS product line.
- Expected sales will reach $2.9 million dollars and gross profit will be about $1.59 million.

Years 3-5

- Real Man Design, Inc. will achieve $10 million of gross profits and $5.6 million of revenue by the end of the fifth year of operations.
- At this time, the Real Man Design will have developed several ongoing purchase order relationships with general product and sporting product distributors throughout the United States.

7.4 Marketing Strategies

Retail marketing will be the most difficult portion of the marketing strategy. This is because one of the essential elements to reaching a retail audience is that Real Man Design (through its TOOB-TOSS brand name) must build a brand affinity with the customer. Management fully expects to enlist the help of a marketing firm to reach the Company's targeted consumer base (as discussed in the fifth section of the business plan). Specialized toy sales is an extremely competitive market, and as such, the Management of Real Man Design, Inc. will need to develop a marketing program that creates a branded image edge over its competition.

The Company intends to have retailers such as Walmart, Target, SuperValu, Dick's, and related stores carry the Company's product lines. At the onset of operations, Mr. Hoffman and Mr. Wright will work closely with buyers at these firms in order to generate highly predictable purchase order agreements.

A presence on the Internet is also extremely important for Real Man Design, and the business (upon receiving its capital infusion) will expand its integrated social media and ecommerce platform (www.ToobToss.com) for the product line outlined in the third section of the business plan. The business will maintain a large social media presence on FaceBook, Twitter, and Instagram. The business will work closely with a social media consultant in order to ensure maximum visibility of its social media postings. In regards to the Company's website, the business will hire a search engine optimization firm that will appropriately place linking texts on major web portals in order to increase the visibility of the Company's online ordering platform.

The website will allow clients to see the full inventory of the Company, and they can order the merchandise they need in an effective manner. This will allow the Company to focus less allocation towards maintaining a full service call center. Beyond the Company's proprietary website, the business will maintain sales channels on third party websites including Amazon.com, Walmart.com, eBay.com, and related online sales platforms.

Management will also hire a marketing firm to ensure that the business maintains maximum publicity for its TOOB-TOSS product line. This marketing firm will work closely with Management to ensure proper placement of print and media advertisements while concurrently managing the marketing messages contained within advertisements. Management will also send product samples to toy and game focused magazines and trade periodicals so that they write articles about the Company's products.

Real Man Design, Inc. will also frequently attend toy, game, and sporting product focused trade shows. The business will bring large inventories of samples that will be distributed to industry executives, journalists, and other professionals. At the onset of expanded operations, the business will attend at least five to six trade shows per year that are targeted at these communities.

7.5 Product Marketing

Using the aforementioned marketing strategies, Management will aggressively focus on the patented nature and ease of use of the Company's highly entertaining throwing toy. The business focuses on the healthy nature of the toy, easy of use, and usage among any person of any skill level.

7.6 Price

The Company anticipates that it will achieve gross margins of 50% for the merchandise that it sells. The retail sales price of the TOOB-TOSS product line is $19.99 to $24.99 per unit.

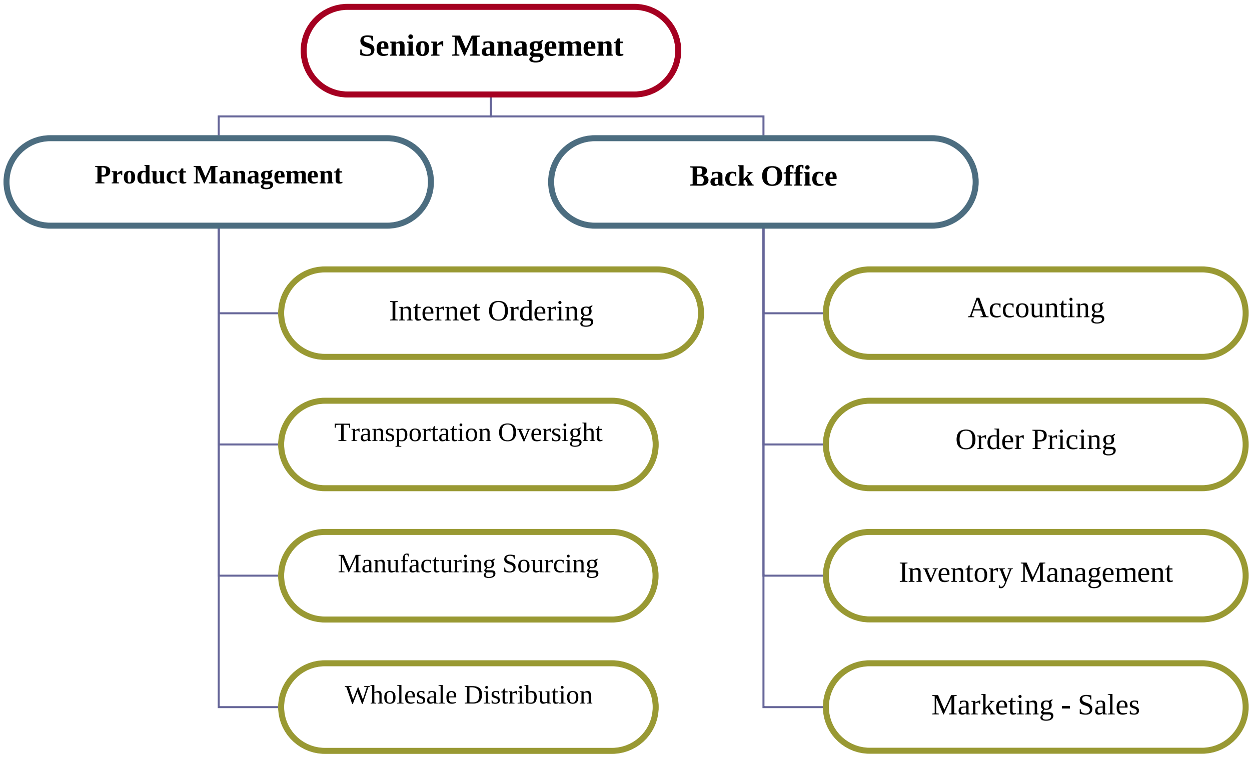
7.7 Distribution

Shipping logistics will be outsourced to a third party vendor. After an extensive financial analysis, it was found that it is far less risky and far more cost efficient to contract a private carrier, such as UPS or FedEx, to handle all matters relating to shipping. Both of these companies offer sophisticated and streamlined transportation management and delivery services to wholesaling businesses. Management is currently sourcing a number of manufacturers that can produce the Company's products with exacting quality standards.

8.0 Organizational Plan

8.1 Corporate Organization

The Company will be organized as follows:

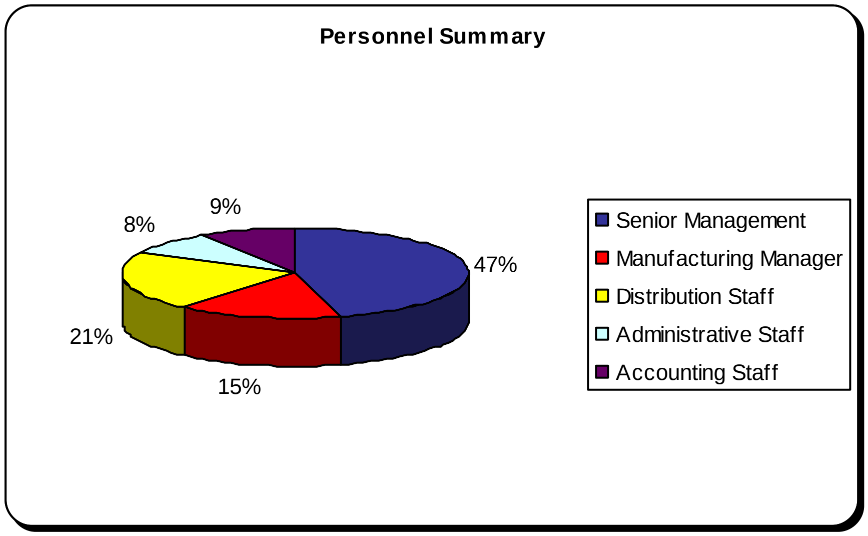


8.2 Organizational Budget

Yearly Payroll					
Year	1	2	3	4	5
Senior Management	$150,000	$154,500	$159,135	$163,909	$168,826
Manufacturing Manager	$50,000	$51,500	$53,045	$109,273	$112,551
Distribution Staff	$70,000	$108,150	$111,395	$114,736	$157,571
Administrative Staff	$27,500	$28,325	$58,350	$60,100	$61,903
Accounting Staff	$30,000	$30,900	$31,827	$32,782	$33,765
Total	**$327,500**	**$373,375**	**$413,751**	**$480,800**	**$534,617**

Numbers of Personnel					
Year	1	2	3	4	5
Senior Management	2	2	2	2	2
Manufacturing Manager	1	1	1	2	2
Distribution Staff	2	3	3	3	4
Administrative Staff	1	1	2	2	2
Accounting Staff	1	1	1	1	1
Totals	**7**	**8**	**9**	**10**	**11**

8.2 Organizational Budget (Cont.)



9.0 Financial Plan

9.1 Underlying Assumptions

The Company has based its proforma financial statements on the following:

- Accounts receivables will not impact the Company's cash flow as all transactions are backed at the time products are delivered.
- Real Man Design, Inc. anticipates that its growth rate will be 61% per year during the first five years of operation.
- Management will acquire $250,000 of capital in order to commence revenue generating operations.

9.2 Financial Highlights

- Positive cash flow and profitability in each year of operation.
- The ability to create high gross margin cash flows through the Company's wholesale and retail distribution operations.
- A highly liquid inventory of operating assets and saleable inventory that can be easily divested to a third party within three months time.

9.3 Sensitivity Analysis

The Company's revenues are moderately sensitive to changes in the general economy. Toys and sporting equipment are not necessities. In times of economic recession, Real Man Design may experience a decline in its top line revenues as people reduce discretionary purchases. However, the Company's highly recurring purchase orders and low pricing point will ensure the Company's profitability on a year to year basis.

9.4 Source of Funds

Financing	
Equity Financiers	
Investor(s)	$250,000.00
Total Equity Financing	$250,000.00
Banks and Lenders	
Total Debt Financing	$0.00
Total Financing	**$250,000.00**

9.5 Financial Proformas

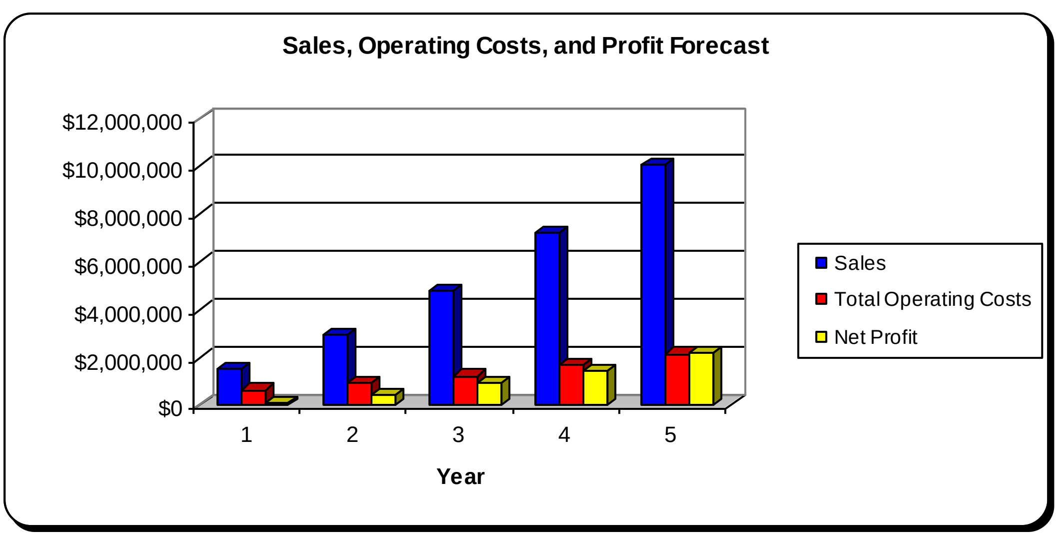
A) Profit and Loss Statement

Proforma Profit and Loss (Yearly)					
Year	1	2	3	4	5
Sales	$1,531,200	$2,909,280	$4,800,312	$7,200,468	$10,080,655
Cost of Goods Sold	$694,320	$1,319,208	$2,110,733	$3,271,636	$4,416,708
Gross Margin	54.66%	54.66%	56.03%	54.56%	56.19%
Gross Profit	$836,880	$1,590,072	$2,689,579	$3,928,832	$5,663,947

Expenses					
Payroll	$327,500	$373,375	$413,751	$480,800	$534,617
General and Administrative	$61,248	$116,371	$192,012	$288,019	$403,226
Marketing Expenses	$52,061	$98,916	$163,211	$244,816	$342,742
Professional Fees and Licensure	$5,000	$5,300	$5,618	$5,955	$6,312
Insurance Costs	$11,580	$12,738	$14,012	$15,413	$16,954
Distribution Expenses	$99,528	$189,103	$312,020	$468,030	$655,243
Facility Expenses	$27,750	$29,138	$30,594	$32,124	$33,730
Miscellaneous Costs	$11,484	$21,820	$36,002	$54,004	$75,605
Payroll Taxes	$49,125	$56,006	$62,063	$72,120	$80,193
Total Operating Costs	**$645,276**	**$902,766**	**$1,229,284**	**$1,661,281**	**$2,148,622**

EBITA	**$191,604**	**$687,306**	**$1,460,296**	**$2,267,552**	**$3,515,325**
Federal Income Tax	$63,229	$226,811	$481,898	$748,292	$1,160,057
State Income Tax	$9,580	$34,365	$73,015	$113,378	$175,766
Interest Expense	$0	$0	$0	$0	$0

Net Profit	**$118,795**	**$426,130**	**$905,383**	**$1,405,882**	**$2,179,501**
Profit Margin	**7.76%**	**14.65%**	**18.86%**	**19.52%**	**21.62%**

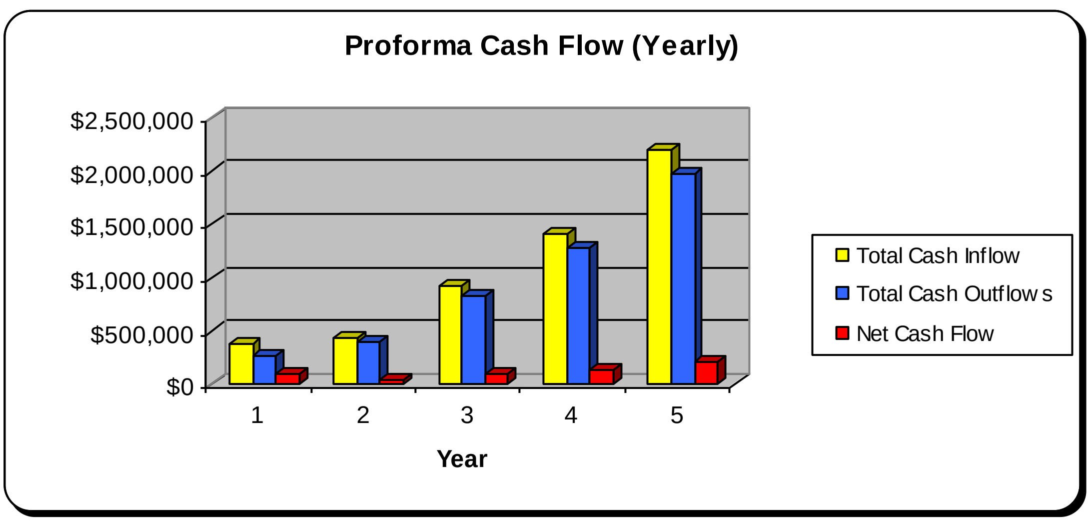


B) Common Size Income Statement

Proforma Profit and Loss (Common Size)					
Year	1	2	3	4	5
Sales	100.00%	100.00%	100.00%	100.00%	100.00%
Cost of Goods Sold	45.34%	45.34%	43.97%	45.44%	43.81%
Gross Profit	54.66%	54.66%	56.03%	54.56%	56.19%
Expenses					
Payroll	21.39%	12.83%	8.62%	6.68%	5.30%
General and Administrative	4.00%	4.00%	4.00%	4.00%	4.00%
Marketing Expenses	3.40%	3.40%	3.40%	3.40%	3.40%
Professional Fees and Licensure	0.33%	0.18%	0.12%	0.08%	0.06%
Insurance Costs	0.76%	0.44%	0.29%	0.21%	0.17%
Distribution Expenses	6.50%	6.50%	6.50%	6.50%	6.50%
Facility Expenses	1.81%	1.00%	0.64%	0.45%	0.33%
Miscellaneous Costs	0.75%	0.75%	0.75%	0.75%	0.75%
Payroll Taxes	3.21%	1.93%	1.29%	1.00%	0.80%
Total Operating Costs	42.14%	31.03%	25.61%	23.07%	21.31%
EBITA	12.51%	23.62%	30.42%	31.49%	34.87%
Federal Income Tax	4.13%	7.80%	10.04%	10.39%	11.51%
State Income Tax	0.63%	1.18%	1.52%	1.57%	1.74%
Interest Expense	0.00%	0.00%	0.00%	0.00%	0.00%
Net Profit	7.76%	14.65%	18.86%	19.52%	21.62%

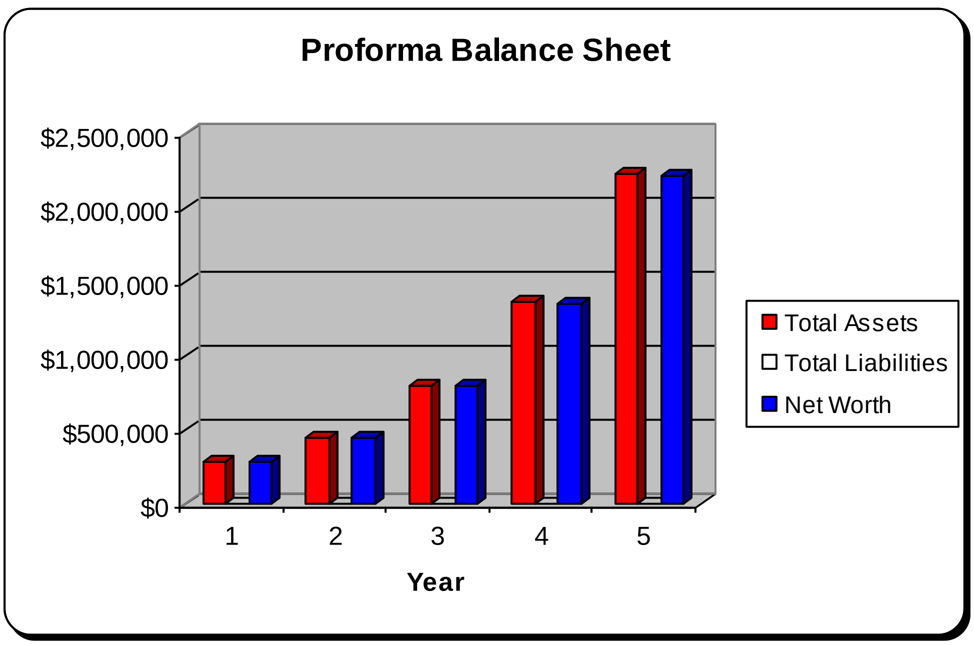
C) Cash Flow Analysis

Proforma Cash Flow Analysis - Yearly					
Year	1	2	3	4	5
Cash From Operations	$118,795	$426,130	$905,383	$1,405,882	$2,179,501
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$118,795**	**$426,130**	**$905,383**	**$1,405,882**	**$2,179,501**
Other Cash Inflows					
Equity Investment	$250,000	$0	$0	$0	$0
Increased Borrowings	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$7,500	$8,625	$9,919	$11,407	$13,118
Total Other Cash Inflows	**$257,500**	**$8,625**	**$9,919**	**$11,407**	**$13,118**
Total Cash Inflow	**$376,295**	**$434,755**	**$915,302**	**$1,417,289**	**$2,192,619**
Cash Outflows					
Repayment of Principal	$0	$0	$0	$0	$0
A/P Decreases	$6,000	$7,200	$8,640	$10,368	$12,442
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$195,000	$127,839	$271,615	$421,765	$653,850
Dividends	$71,277	$255,678	$543,230	$843,529	$1,307,701
Total Cash Outflows	**$272,277**	**$390,717**	**$823,485**	**$1,275,662**	**$1,973,993**
Net Cash Flow	**$104,018**	**$44,038**	**$91,817**	**$141,627**	**$218,626**
Cash Balance	**$104,018**	**$148,056**	**$239,873**	**$381,500**	**$600,126**



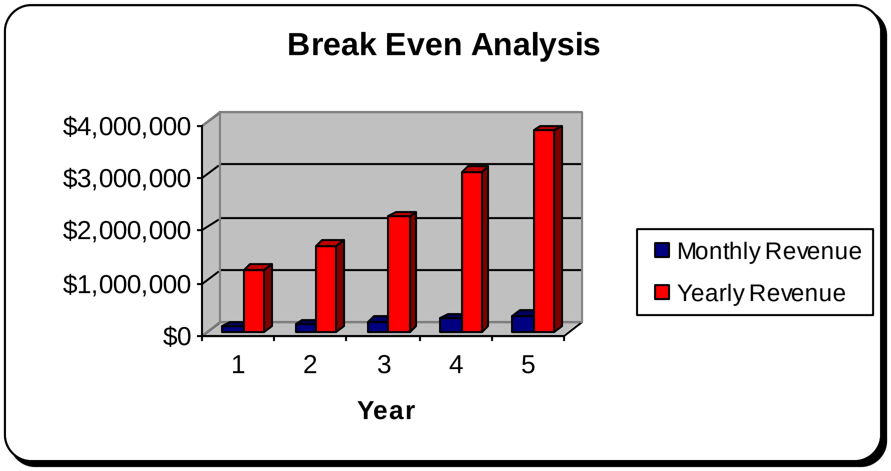
D) Balance Sheet

Proforma Balance Sheet - Yearly					
Year	1	2	3	4	5
Assets					
Cash	$104,018	$148,056	$239,873	$381,500	$600,126
Amortized Startup Costs	$20,000	$51,960	$119,863	$225,305	$388,767
FF&E	$25,000	$37,784	$64,945	$107,122	$172,507
Inventory	$150,000	$233,095	$409,645	$683,792	$1,108,795
Accumulated Depreciation	($9,750)	($19,500)	($29,250)	($39,000)	($48,750)
Total Assets	**$289,268**	**$451,395**	**$805,077**	**$1,358,718**	**$2,221,445**
Liabilities and Equity					
Accounts Payable	$1,500	$2,925	$4,204	$5,242	$5,918
Long Term Liabilities	$0	$0	$0	$0	$0
Other Liabilities	$0	$0	$0	$0	$0
Total Liabilities	**$1,500**	**$2,925**	**$4,204**	**$5,242**	**$5,918**
Net Worth	**$287,768**	**$448,470**	**$800,873**	**$1,353,476**	**$2,215,526**
Total Liabilities and Equity	**$289,268**	**$451,395**	**$805,077**	**$1,358,718**	**$2,221,445**



9.6 Breakeven Analysis

Monthly Break Even Analysis					
Year	1	2	3	4	5
Monthly Revenue	$98,386	$137,646	$182,834	$253,723	$318,675
Yearly Revenue	$1,180,631	$1,651,749	$2,194,003	$3,044,670	$3,824,104



9.7 Business Ratios

Business Ratios - Yearly					
Year	1	2	3	4	5
Sales					
Sales Growth	0.0%	90.0%	65.0%	50.0%	40.0%
Gross Margin	54.7%	54.7%	56.0%	54.6%	56.2%
Financials					
Profit Margin	7.76%	14.65%	18.86%	19.52%	21.62%
Assets to Liabilities	192.85	154.32	191.51	259.18	375.35
Equity to Liabilities	191.85	153.32	190.51	258.18	374.35
Assets to Equity	1.01	1.01	1.01	1.00	1.00
Liquidity					
Acid Test	69.35	50.62	57.06	72.77	101.40
Cash to Assets	0.36	0.33	0.30	0.28	0.27

9.8 General Assumptions

General Assumptions					
Year	**1**	**2**	**3**	**4**	**5**
Federal Tax Rate	33.0%	33.0%	33.0%	33.0%	33.0%
State Tax Rate	5.0%	5.0%	5.0%	5.0%	5.0%
Personnel Taxes	15.0%	15.0%	15.0%	15.0%	15.0%

Appendix A - SWOT Analysis

Strengths

- Patent protection for all products developed by Real Man Design, Inc.
- Experienced and motivated Founders, Cory Hoffman and Eric Wright.
- Efficient back office support for managing the ongoing marketing, accounting, manufacturing, and inventory management issues that the business will face on a day to day basis.
- High gross margins from the sale of all product lines to both retailers and wholesalers throughout the United States.
- The ability to generate retail margins from sales of the Company's products via the Company's website.
- A highly targeted marketing and public relations campaign that will create immediate awareness for the business and its flagship TOOB-TOSS product lines.

Weaknesses

- Adverse market conditions can impact revenue.
- Transportation costs can suddenly increase.
- Moderately low barriers to entry.

Opportunities

- Expansion into several facets toys and game product industry.
- Expansion to include development of new products to be sold via the Company's established distribution and marketing channels.

Threats

- Patent infringement on the Company's line of products.
- Larger and well financed competitors can enter the market very quickly.
- Competition with highly established and recognizable brands that also maintain an online presence.

Appendix B - Critical Risks and Problems

Development Risk – **Moderate**
Management has patented and developed the TOOB-TOSS product line, and it is ready to be brought to the market on a national level. Once the Company receives its capital infusion, Mr. Hoffman and Mr. Wright can begin the large scale manufacturing process with distribution operations commencing a few months after the capital infusion is received.

Financing Risk – **Moderate**
Management will require $250,000 to bring the operations of Real Man Design, Inc. to profitability over the next five years of operations. These risks are ameliorated by the high margin income generated from the sale of the Company's patented products through distributors, wholesalers, and on the retail level.

Marketing Risk – **Moderate**
Mr. Hoffman and Mr. Wright intend to use the marketing strategies outline in the seventh section of the business plan to promote broad based awareness of Real Man Design, Inc. and its TOOB-TOSS product lines. However, these strategies are expensive and they may not yield the financial results anticipated in this business plan.

Management Risk – **Low/Moderate**
Mr. Cory Hoffman and Mr. Eric Wright, the Company's Founders, are properly qualified and experienced to operate Real Man Design, Inc. on a day to day basis. The Management Team is familiar with all operating aspects of managing this business including the complex manufacturing/inventory management and accounting issues that are faced by specialty product development and distribution businesses.

Valuation Risk – **Low**
The risk that the investor pays too much for the venture is offset by:

- Investor funds will primarily be invested in liquid, in-demand merchandise.
- The Company's growth rate will create value and equity in the business very quickly.
- Real Man Design, Inc. can divest its saleable inventory within three months in the event of liquidation.

Exit Risk **- Low**
There is a great demand for established toy product manufacturing and trading businesses and Management feels that the full sale of all Company assets could occur within one year of marketing the Company for sale. Real Man Design, Inc. would most likely solicit the help of a qualified business broker to manage the transaction.

Appendix C - Reference Sources

All statistics and market information was obtained through:

1. U.S. Government Bureau of Labor Statistics

2. U.S. Economic Census
   Toy, Doll, and Game Manufacturing NAICS 339931
   Sporting and Athletic Goods Manufacturing - NAICS 339920

3. Research and Markets.com

Appendix D - Expanded Profit and Loss Statements

Profit and Loss Statement (First Year)							
Months	1	2	3	4	5	6	7
Sales	**$119,625**	**$121,075**	**$122,525**	**$123,975**	**$125,425**	**$126,875**	**$128,325**
Cost of Goods Sold	$54,244	$54,901	$55,559	$56,216	$56,874	$57,531	$58,189
Gross Margin	54.7%	54.7%	54.7%	54.7%	54.7%	54.7%	54.7%
Gross Profit	$65,381	$66,174	$66,966	$67,759	$68,551	$69,344	$70,136
Expenses							
Payroll	$27,292	$27,292	$27,292	$27,292	$27,292	$27,292	$27,292
General and Administrative	$5,104	$5,104	$5,104	$5,104	$5,104	$5,104	$5,104
Marketing Expenses	$4,338	$4,338	$4,338	$4,338	$4,338	$4,338	$4,338
Professional Fees and Licensure	$417	$417	$417	$417	$417	$417	$417
Insurance Costs	$965	$965	$965	$965	$965	$965	$965
Distribution Expenses	$8,294	$8,294	$8,294	$8,294	$8,294	$8,294	$8,294
Facility Expenses	$2,313	$2,313	$2,313	$2,313	$2,313	$2,313	$2,313
Miscellaneous Costs	$957	$957	$957	$957	$957	$957	$957
Payroll Taxes	$4,094	$4,094	$4,094	$4,094	$4,094	$4,094	$4,094
Total Operating Costs	$53,773	$53,773	$53,773	$53,773	$53,773	$53,773	$53,773
EBITA	$11,608	$12,401	$13,193	$13,986	$14,778	$15,571	$16,363
Federal Income Tax	$4,940	$5,000	$5,060	$5,119	$5,179	$5,239	$5,299
State Income Tax	$748	$758	$767	$776	$785	$794	$803
Interest Expense	$0	$0	$0	$0	$0	$0	$0
Net Profit	$5,920	$6,644	$7,367	$8,091	$8,814	$9,538	$10,261

Profit and Loss Statement (First Year Cont.)						
Month	8	9	10	11	12	1
Sales	**$129,775**	**$131,225**	**$132,675**	**$134,125**	**$135,575**	**$1,531,200**
Cost of Goods Sold	$58,846	$59,504	$60,161	$60,819	$61,476	$694,320
Gross Margin	54.7%	54.7%	54.7%	54.7%	54.7%	54.7%
Gross Profit	$70,929	$71,721	$72,514	$73,306	$74,099	$836,880
Expenses						
Payroll	$27,292	$27,292	$27,292	$27,292	$27,292	$327,500
General and Administrative	$5,104	$5,104	$5,104	$5,104	$5,104	$61,248
Marketing Expenses	$4,338	$4,338	$4,338	$4,338	$4,338	$52,061
Professional Fees and Licensure	$417	$417	$417	$417	$417	$5,000
Insurance Costs	$965	$965	$965	$965	$965	$11,580
Distribution Expenses	$8,294	$8,294	$8,294	$8,294	$8,294	$99,528
Facility Expenses	$2,313	$2,313	$2,313	$2,313	$2,313	$27,750
Miscellaneous Costs	$957	$957	$957	$957	$957	$11,484
Payroll Taxes	$4,094	$4,094	$4,094	$4,094	$4,094	$49,125
Total Operating Costs	$53,773	$53,773	$53,773	$53,773	$53,773	$645,276
EBITA	$17,156	$17,948	$18,741	$19,533	$20,326	$191,604
Federal Income Tax	$5,359	$5,419	$5,479	$5,539	$5,598	$63,229
State Income Tax	$812	$821	$830	$839	$848	$9,580
Interest Expense	$0	$0	$0	$0	$0	$0
Net Profit	$10,985	$11,708	$12,432	$13,156	$13,879	$118,795

Profit and Loss Statement (Second Year)					
		2			
Quarter	Q1	Q2	Q3	Q4	2
Sales	$581,856	$727,320	$785,506	$814,598	$2,909,280
Cost of Goods Sold	$263,842	$329,802	$356,186	$369,378	$1,319,208
Gross Margin	54.7%	54.7%	54.7%	54.7%	54.7%

Gross Profit	**$318,014**	**$397,518**	**$429,319**	**$445,220**	**$1,590,072**

Expenses

Payroll	$74,675	$93,344	$100,811	$104,545	$373,375
General and Administrative	$23,274	$29,093	$31,420	$32,584	$116,371
Marketing Expenses	$19,783	$24,729	$26,707	$27,696	$98,916
Professional Fees and Licensure	$1,060	$1,325	$1,431	$1,484	$5,300
Insurance Costs	$2,548	$3,185	$3,439	$3,567	$12,738
Distribution Expenses	$37,821	$47,276	$51,058	$52,949	$189,103
Facility Expenses	$5,828	$7,284	$7,867	$8,159	$29,138
Miscellaneous Costs	$4,364	$5,455	$5,891	$6,109	$21,820
Payroll Taxes	$11,201	$14,002	$15,122	$15,682	$56,006
Total Operating Costs	**$180,553**	**$225,692**	**$243,747**	**$252,775**	**$902,766**

EBITA	**$137,461**	**$171,826**	**$185,573**	**$192,446**	**$687,306**
Federal Income Tax	$45,362	$56,703	$61,239	$63,507	$226,811
State Income Tax	$6,873	$8,591	$9,279	$9,622	$34,365
Interest Expense	$0	$0	$0	$0	$0
Net Profit	**$85,226**	**$106,532**	**$115,055**	**$119,316**	**$426,130**

Profit and Loss Statement (Third Year)					
		3			
Quarter	Q1	Q2	Q3	Q4	3
Sales	$960,062	$1,200,078	$1,296,084	$1,344,087	$4,800,312
Cost of Goods Sold	$422,147	$527,683	$569,898	$591,005	$2,110,733
Gross Margin	54.6%	54.6%	54.6%	54.6%	54.6%
Gross Profit	**$537,916**	**$672,395**	**$726,186**	**$753,082**	**$2,689,579**
Expenses					
Payroll	$82,750	$103,438	$111,713	$115,850	$413,751
General and Administrative	$38,402	$48,003	$51,843	$53,763	$192,012
Marketing Expenses	$32,642	$40,803	$44,067	$45,699	$163,211
Professional Fees and Licensure	$1,124	$1,405	$1,517	$1,573	$5,618
Insurance Costs	$2,802	$3,503	$3,783	$3,923	$14,012
Distribution Expenses	$62,404	$78,005	$84,245	$87,366	$312,020
Facility Expenses	$6,119	$7,649	$8,260	$8,566	$30,594
Miscellaneous Costs	$7,200	$9,001	$9,721	$10,081	$36,002
Payroll Taxes	$12,413	$15,516	$16,757	$17,378	$62,063
Total Operating Costs	**$245,857**	**$307,321**	**$331,907**	**$344,199**	**$1,229,284**
EBITA	**$292,059**	**$365,074**	**$394,280**	**$408,883**	**$1,460,296**
Federal Income Tax	$96,380	$120,474	$130,112	$134,931	$481,898
State Income Tax	$14,603	$18,254	$19,714	$20,444	$73,015
Interest Expense	$0	$0	$0	$0	$0
Net Profit	**$181,077**	**$226,346**	**$244,453**	**$253,507**	**$905,383**

Profit and Loss Statement (Fourth Year)					
		4			
Quarter	Q1	Q2	Q3	Q4	4
Sales	$1,440,094	$1,800,117	$1,944,126	$2,016,131	$7,200,468
Cost of Goods Sold	$654,327	$817,909	$883,342	$916,058	$3,271,636
Gross Margin	56.0%	56.0%	56.0%	56.0%	56.0%
Gross Profit	**$785,766**	**$982,208**	**$1,060,785**	**$1,100,073**	**$3,928,832**
Expenses					
Payroll	$96,160	$120,200	$129,816	$134,624	$480,800
General and Administrative	$57,604	$72,005	$77,765	$80,645	$288,019
Marketing Expenses	$48,963	$61,204	$66,100	$68,548	$244,816
Professional Fees and Licensure	$1,191	$1,489	$1,608	$1,667	$5,955
Insurance Costs	$3,083	$3,853	$4,162	$4,316	$15,413
Distribution Expenses	$93,606	$117,008	$126,368	$131,049	$468,030
Facility Expenses	$6,425	$8,031	$8,674	$8,995	$32,124
Miscellaneous Costs	$10,801	$13,501	$14,581	$15,121	$54,004
Payroll Taxes	$14,424	$18,030	$19,472	$20,194	$72,120
Total Operating Costs	**$332,256**	**$415,320**	**$448,546**	**$465,159**	**$1,661,281**
EBITA	**$453,510**	**$566,888**	**$612,239**	**$634,914**	**$2,267,552**
Federal Income Tax	$149,658	$187,073	$202,039	$209,522	$748,292
State Income Tax	$22,676	$28,344	$30,612	$31,746	$113,378
Interest Expense	$0	$0	$0	$0	$0
Net Profit	**$281,176**	**$351,470**	**$379,588**	**$393,647**	**$1,405,882**

Profit and Loss Statement (Fifth Year)					
		5			
Quarter	Q1	Q2	Q3	Q4	5
Sales	$2,016,131	$2,520,164	$2,721,777	$2,822,583	$10,080,655
Cost of Goods Sold	$883,342	$1,104,177	$1,192,511	$1,236,678	$4,416,708
Gross Margin	56.2%	56.2%	56.2%	56.2%	56.2%
Gross Profit	**$1,132,789**	**$1,415,987**	**$1,529,266**	**$1,585,905**	**$5,663,947**
Expenses					
Payroll	$106,923	$133,654	$144,347	$149,693	$534,617
General and Administrative	$80,645	$100,807	$108,871	$112,903	$403,226
Marketing Expenses	$68,548	$85,686	$92,540	$95,968	$342,742
Professional Fees and Licensure	$1,262	$1,578	$1,704	$1,767	$6,312
Insurance Costs	$3,391	$4,239	$4,578	$4,747	$16,954
Distribution Expenses	$131,049	$163,811	$176,915	$183,468	$655,243
Facility Expenses	$6,746	$8,433	$9,107	$9,444	$33,730
Miscellaneous Costs	$15,121	$18,901	$20,413	$21,169	$75,605
Payroll Taxes	$16,039	$20,048	$21,652	$22,454	$80,193
Total Operating Costs	**$429,724**	**$537,156**	**$580,128**	**$601,614**	**$2,148,622**
EBITA	**$703,065**	**$878,831**	**$949,138**	**$984,291**	**$3,515,325**
Federal Income Tax	$232,011	$290,014	$313,215	$324,816	$1,160,057
State Income Tax	$35,153	$43,942	$47,457	$49,215	$175,766
Interest Expense	$0	$0	$0	$0	$0
Net Profit	**$435,900**	**$544,875**	**$588,465**	**$610,260**	**$2,179,501**

Appendix E - Expanded Cash Flow Analysis

Cash Flow Analysis (First Year)								
Month	1	2	3	4	5	6	7	8
Cash From Operations	$5,920	$6,644	$7,367	$8,091	$8,814	$9,538	$10,261	$10,985
Cash From Receivables	$0	$0	$0	$0	$0	$0	$0	$0
Operating Cash Inflow	$5,920	$6,644	$7,367	$8,091	$8,814	$9,538	$10,261	$10,985
Other Cash Inflows								
Equity Investment	$250,000	$0	$0	$0	$0	$0	$0	$0
Increased Borrowings	$0	$0	$0	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0	$0	$0	$0
A/P Increases	$625	$625	$625	$625	$625	$625	$625	$625
Total Other Cash Inflows	**$250,625**	**$625**	**$625**	**$625**	**$625**	**$625**	**$625**	**$625**
Total Cash Inflow	**$256,545**	**$7,269**	**$7,992**	**$8,716**	**$9,439**	**$10,163**	**$10,886**	**$11,610**
Cash Outflows								
Repayment of Principal	$0	$0	$0	$0	$0	$0	$0	$0
A/P Decreases	$500	$500	$500	$500	$500	$500	$500	$500
A/R Increases	$0	$0	$0	$0	$0	$0	$0	$0
Asset Purchases	$195,000	$0	$0	$0	$0	$0	$0	$0
Dividends	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash Outflows	**$195,500**	**$500**	**$500**	**$500**	**$500**	**$500**	**$500**	**$500**
Net Cash Flow	**$61,045**	**$6,769**	**$7,492**	**$8,216**	**$8,939**	**$9,663**	**$10,386**	**$11,110**
Cash Balance	**$61,045**	**$67,814**	**$75,306**	**$83,521**	**$92,461**	**$102,123**	**$112,510**	**$123,620**

Cash Flow Analysis (First Year Cont.)					
Month	9	10	11	12	1
Cash From Operations	$11,708	$12,432	$13,156	$13,879	$118,795
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$11,708**	**$12,432**	**$13,156**	**$13,879**	**$118,795**

Other Cash Inflows

Equity Investment	$0	$0	$0	$0	$250,000
Increased Borrowings	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$625	$625	$625	$625	$7,500
Total Other Cash Inflows	$625	$625	$625	$625	$257,500

Total Cash Inflow	**$12,333**	**$13,057**	**$13,781**	**$14,504**	**$376,295**

Cash Outflows

Repayment of Principal	$0	$0	$0	$0	$0
A/P Decreases	$500	$500	$500	$500	$6,000
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$0	$0	$0	$0	$195,000
Dividends	$0	$0	$0	$71,277	$71,277
Total Cash Outflows	**$500**	**$500**	**$500**	**$71,777**	**$272,277**

Net Cash Flow	**$11,833**	**$12,557**	**$13,281**	**-$57,273**	**$104,018**
Cash Balance	**$135,453**	**$148,010**	**$161,291**	**$104,018**	**$104,018**

Cash Flow Analysis (Second Year)					
			2		
Quarter	Q1	Q2	Q3	Q4	2
Cash From Operations	$85,226	$106,532	$115,055	$119,316	$426,130
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$85,226**	**$106,532**	**$115,055**	**$119,316**	**$426,130**
Other Cash Inflows					
Equity Investment	$0	$0	$0	$0	$0
Increased Borrowings	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$1,725	$2,156	$2,329	$2,415	$8,625
Total Other Cash Inflows	**$1,725**	**$2,156**	**$2,329**	**$2,415**	**$8,625**
Total Cash Inflow	**$86,951**	**$108,689**	**$117,384**	**$121,731**	**$434,755**
Cash Outflows					
Repayment of Principal	$0	$0	$0	$0	$0
A/P Decreases	$1,440	$1,800	$1,944	$2,016	$7,200
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$25,568	$31,960	$34,516	$35,795	$127,839
Dividends	$51,136	$63,919	$69,033	$71,590	$255,678
Total Cash Outflows	**$78,143**	**$97,679**	**$105,493**	**$109,401**	**$390,717**
Net Cash Flow	**$8,808**	**$11,009**	**$11,890**	**$12,331**	**$44,038**
Cash Balance	**$112,825**	**$123,835**	**$135,725**	**$148,056**	**$148,056**

Cash Flow Analysis (Third Year)					
			3		
Quarter	Q1	Q2	Q3	Q4	3
Cash From Operations	$181,077	$226,346	$244,453	$253,507	$905,383
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$181,077**	**$226,346**	**$244,453**	**$253,507**	**$905,383**
Other Cash Inflows					
Equity Investment	$0	$0	$0	$0	$0
Increased Borrowings	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$1,984	$2,480	$2,678	$2,777	$9,919
Total Other Cash Inflows	**$1,984**	**$2,480**	**$2,678**	**$2,777**	**$9,919**
Total Cash Inflow	**$183,060**	**$228,826**	**$247,132**	**$256,285**	**$915,302**
Cash Outflows					
Repayment of Principal	$0	$0	$0	$0	$0
A/P Decreases	$1,728	$2,160	$2,333	$2,419	$8,640
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$54,323	$67,904	$73,336	$76,052	$271,615
Dividends	$108,646	$135,807	$146,672	$152,104	$543,230
Total Cash Outflows	**$164,697**	**$205,871**	**$222,341**	**$230,576**	**$823,485**
Net Cash Flow	**$18,363**	**$22,954**	**$24,791**	**$25,709**	**$91,817**
Cash Balance	**$166,419**	**$189,373**	**$214,164**	**$239,873**	**$239,873**

Cash Flow Analysis (Fourth Year)					
			4		
Quarter	Q1	Q2	Q3	Q4	4
Cash From Operations	$281,176	$351,470	$379,588	$393,647	$1,405,882
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$281,176**	**$351,470**	**$379,588**	**$393,647**	**$1,405,882**
Other Cash Inflows					
Equity Investment	$0	$0	$0	$0	$0
Increased Borrowings	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$2,281	$2,852	$3,080	$3,194	$11,407
Total Other Cash Inflows	**$2,281**	**$2,852**	**$3,080**	**$3,194**	**$11,407**
Total Cash Inflow	**$283,458**	**$354,322**	**$382,668**	**$396,841**	**$1,417,289**
Cash Outflows					
Repayment of Principal	$0	$0	$0	$0	$0
A/P Decreases	$2,074	$2,592	$2,799	$2,903	$10,368
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$84,353	$105,441	$113,876	$118,094	$421,765
Dividends	$168,706	$210,882	$227,753	$236,188	$843,529
Total Cash Outflows	**$255,132**	**$318,915**	**$344,429**	**$357,185**	**$1,275,662**
Net Cash Flow	**$28,325**	**$35,407**	**$38,239**	**$39,655**	**$141,627**
Cash Balance	**$268,198**	**$303,605**	**$341,844**	**$381,500**	**$381,500**

Cash Flow Analysis (Fifth Year)

			5		
Quarter	Q1	Q2	Q3	Q4	5
Cash From Operations	$435,900	$544,875	$588,465	$610,260	$2,179,501
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$435,900**	**$544,875**	**$588,465**	**$610,260**	**$2,179,501**

Other Cash Inflows

Equity Investment	$0	$0	$0	$0	$0
Increased Borrowings	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$2,624	$3,279	$3,542	$3,673	$13,118
Total Other Cash Inflows	**$2,624**	**$3,279**	**$3,542**	**$3,673**	**$13,118**

Total Cash Inflow	**$438,524**	**$548,155**	**$592,007**	**$613,933**	**$2,192,619**

Cash Outflows

Repayment of Principal	$0	$0	$0	$0	$0
A/P Decreases	$2,488	$3,110	$3,359	$3,484	$12,442
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$130,770	$163,463	$176,540	$183,078	$653,850
Dividends	$261,540	$326,925	$353,079	$366,156	$1,307,701
Total Cash Outflows	**$394,799**	**$493,498**	**$532,978**	**$552,718**	**$1,973,993**

Net Cash Flow	**$43,725**	**$54,657**	**$59,029**	**$61,215**	**$218,626**
Cash Balance	**$425,225**	**$479,881**	**$538,910**	**$600,126**	**$600,126**