

Business plan

**2019**

**Wind tunnel attraction in Krasnodar**

The document presents a business model and an assessment of the effectiveness of a business organization based on the Wind tunnel FreeFly Technology FFT 300 attraction in Krasnodar / Rostov-on-Don.

**Rodion Ovsepyan**

**vk.com/aerotrub**

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## Summary - offer to the investor

The wind tunnel is a ride-freefall simulator. This design, in which a powerful rising air stream, the conditions of free fall. The result is a perfectly safe analogue parachute. Accordingly, wind tunnel can be used not only for entertainment but also as a simulator for parachutists. Commercial popularity of wind tunnels have acquired only 15 years ago, in the late '90s, just as there has been a trend of growth of parachute jumps.

Currently, the demand for flying in a wind tunnel in the world is stable (see the number of reconstructed aerotrub - table below) and continues to grow (see announced opening - in the same table). In Russia, this trend of sports and entertainment only enters a phase of rapid growth, making the business of Flight Operations at the wind tunnel is very popular. Russia is still far behind the United States and Europe in the number and especially the quality aerotrub per capita. The number of wind tunnels in the US and EU[[1]](#footnote-1):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Region | Population, mln. People. | Existing wind tunnels | Under construction | Announced |
| USA | 325.1 | 37 | 8 | **16** |
| Europe | 692 | 51 | 10 | **16** |
| Russia | 147.9 | 19 | 1 | **4** |

**Parameters of investment project efficiency**:

|  |  |  |
| --- | --- | --- |
| Performance parameter | Units. | In operation 2 shifts |
| The volume of invested capital | mln. Rub. | 64,51 |
| Payback period since launch | months. | 36 |
| Net income in the 60 months of the project | mln. Rub. | 182,55 |
| Return on sales (under the planned load) | % | 62,98 |
| Return on assets (at the planned load) | % | 89,19 |
| The margin of safety by breakeven | % | 513,49 |
| The volume of tax payments (Simplified tax system) | mln. Rub. | 10,81 |
| Number of new jobs | units | 12 |
| The volume of services to the population in the year | hour. | 2 555 |
| Number of visitors per year | thousand. | 32,79 |
| Capacity utilization | % | 62,50 |
| NPV | Mln.Rub. | 163,00 |
| IRR | % | 41% |

Further, the document provides estimates for the variant with two-shift operation wind tunnel organization.

The volume of investments, mln. Rub.

Изображение выглядит как текст, карта

Автоматически созданное описание

* The required amount of capital raising: ₽ 64,510,000.
* Аttracting period: 36 months;
* Incoming Schedule: free (as required) for 9 months;
* Return Schedule: free (at least release) for 27 months.

The delivery of each wind tunnel from the manufacturer includes

* All the equipment necessary for start wind tunnel (see Annex.);
* Wind tunnel Installation supervision;
* 3-year warranty.

## Market conditions, risks and opportunities

The general trend

Mass sports segment has changed significantly in recent years. Some modern sports, which began to appear in the world with 50 years of XX century, called extreme: base jumping, diving and its variations, heliskiing, rafting, rock climbing, surfing, cyclocross, parachuting. They are characterized by a certain degree of danger to life and health of the athlete, a large number of acrobatic tricks, high levels of adrenaline, which is released during exercise.

***Extreme sport helps people to know themselves, to realize the immensity of its capacity***. In addition, extreme sports provide a powerful energy boost. That it helps us to achieve success in all areas of life. After all, the most difficult - is to overcome yourself. The desire to learn something new and unknown is the main driving force of life. Were it not for these subjects, there will be no progress.

***We need to create civilized conditions for training and competitions in extreme sports, which is rapidly gaining momentum across Russia***. It is important to give a subculture civilized appearance and to support initiatives that bring together young people.

***Extreme sports market in Russia is developing rapidly.*** According to various studies only 20-25% of the population regularly involved in sport. In the wake of public promotion of sports, healthy lifestyle, the implementation of various social projects (Iron Man, Steel character, hero of the race), the market will expand, and low involvement today indicates significant potential for expansion.

Demand for wind tunnel flights

In 2017 year wind tunnel sport became an official sport in Russia - in December was the first championship of Russia on wind tunnel disciplines parachuting I.e now athletes can perform a world-class athlete standards and get official certificate, etc. Organizing Committee of the Summer Olympics in 2024 in Paris sent an official request to add Olympic Committee wind tunnel sports in the competition program of the Summer Olympics in 2024.

***Potential demand is great:*** in 2016 42 million people (the results of the opinion poll in Russia) dreamed about skydiving. In this case, the audience of consumers who want and have the opportunity to fly in wind tunnel much wider. Go into any classroom and ask: "Do you want to fly in wind tunnel?" - 95% of children will give an affirmative answer.

***Wind tunnel - is a pronounced trend***. Now the world is more than two hundred wind tunnels. About a hundred of them have appeared in the past 2-3 years. It's a real boom! Number of wind tunnels growing exp1ntially.

***This market is an emotionally charged*** - bright emotion is a powerful driving force. So, if it became possible, to carry out the dream of flight for just 1-2 thousand rubles people just come and do it. Customers leaving 5-10 thousand Rubles per training session in wind tunnel, - is normal.

Using wind tunnel has a wide and therefore a stable market. The fact that a significant proportion of customers are not professionals who need training, and fans and newcomers in general: a flight in a tunnel is often presented as an unusual gift for a birthday, a wedding, a professional holiday, March 8, February 23, etc. Age of potential customer - from 3 to 100 years. Wherein at least 20% (sometimes comes to share 60%) of gift certificates, as a rule, never cashed. And the m1y paid for them.

This pastime of **attracting the widest target audience** ranging from students to save up for the flight last month, ending the oligarchs. Another feature - a wide range of price categories: the student can choose a gift product cost 1500-2000 rubles, and entrepreneur for a business partner - take 30-50 thousand Rub.

***Flights in wind tunnel have significant virality:*** customers themselves tell about the product on social networks with the laying out photos and video. Virtually every wind tunnel among visitors we can meet local celebrities, which in real life would have to pay for participating in advertising. If around this effect we will generate a system of club loyalty, our city will be as informed and interested.

Installing wind tunnel in a major city with a suburban network, as the Krasnodar or Rostov-on-Don, would give a guaranteed flow and profitability of close to 100%. When 12-hour mode of operation and loading pipes by 62.5% (7 hours per day) ride will be 30-33 thousand customers per year. It is only 2-3% of the population of the city. If we consider that a significant part of customers - wind tunnel regular users, the coverage percentage will be 1.5-2.0% of the population per year.

The possibility of collaboration and cooperation

As practice shows, gift certificates for the flights they want to sell dozens of companies - service gift certificates, gift shops, etc. All that is necessary – to **build the right policy to work with partners and agents**.

Flights are great currency. Wind tunnel close barter most of its advertising spending on the radio, TV, social media influencers and events. Cost hours significantly lower than the value of the product to customers. For example, we can easily agree on advertising on radio by barter.

In working with wind tunnel there is excess demand for workers place: from wanting ***become trainers queues***, Until ready to move to another city. Here, the maximum involvement and loyalty of staff, which is reflected also on its low yield.

This sport has the potential development in the related areas. For example, aerofitnes - 1 of the most fashionable and exclusive kinds of modern fitness. Perhaps prestigious clubs in the near future will have wind tunnels and carry them lessons - 15 minutes of flight in wind tunnel easily replace the 2-hour workout and involve all groups of muscles.

Success Stories

***Ssimilar class wind tunnels list of, operating in Russia:***

* Letarium (Moscow) https://vk.com/publicletarium
* Aerodynamics (Moscow) http://aerodynamika.ru/windtunnel/
* Freez1 (Moscow) https://vk.com/wind tunnel.freez1
* Flystation (St. Petersburg) https://vk.com/flystationspb
* Butterfly (St. Petersburg) https://vk.com/aero\_butterfly
* Flayroom (Tyumen) https://vk.com/flyroom
* Krutitsy (Ryazan) https://vk.com/krutitcy
* Windz1 (Perm) https://vk.com/wind tunnel\_perm
* Freefly (Yekaterinburg) https://vk.com/freeflyekb
* Skyfly (Krasnoyarsk) <https://vk.com/skyfly_krsk>
* Wind Tunnel (Samara) <http://vp63.ru/>
* Time to Fly (Irkutsk) http://timetofly38.ru/

Thus, the scope of the market is less than 25%. However, the yield and stability of this business is very high. In 2017 year wind tunnel FlyStation celebrated its 5th anniversary. Results:

* 1,764,555 minutes of flight. It is more than 350 thousand minutes of flight per year, or more than 16 hours a day (for comparison - in this project accounted loading for 7 hours a day);
* Athletes train here clock, and the newcomers from 9:00 to 2:00 (third change - increase in reserve margins and yield);
* 345,767 customers - is nearly 70 thousand a year;
* 7575 voluntary recall of the network;
* 17 events and 15 tournaments.

There is an additional factor that stimulates the development of this market today. Earlier in the segment of high-quality equipment in the course were only foreign wind tunnel production value of more than 5 million dollars. Today, the domestic manufacturers offer wind tunnels with comparable characteristics, but the price is 5-10 times lower. In addition, the sector is growing more cheap open pipes, but we do not consider them in relation to climatic conditions of operation: their use is limited by seasonality and weather.

Practice shows that the investments in the range of 25-65 million Rub. this business provides a return on investment of 18-36 months. For example, similar wind tunnel Krasnoyarsk paid off in 30 months.

## Calendar and resource plan for the investment phase of the project

To organize wind tunnel required area of ​​200-500 sq. m. An object can be placed in existing indoor (e.g., Exhibition Center, Shopping and entertainment center), or in specially constructed.

This model accounted for the fast constructing of the building with lightweight elements. A significant advantage - the optimal configuration of the space height and space to accommodate wind tunnel and related facilities: staff, customers, economic maintenance and storage of equipment and inventory.

Estimate

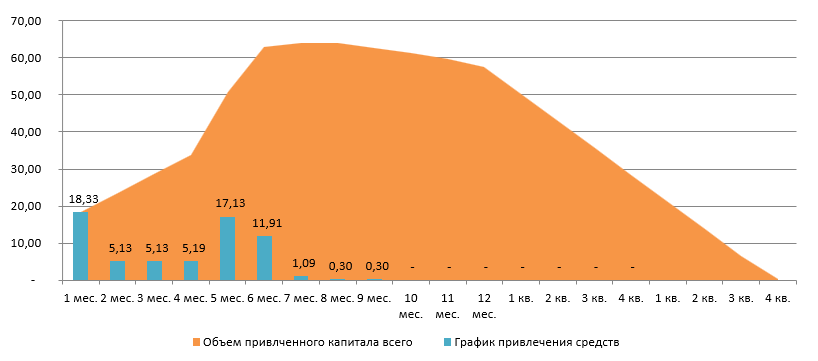
The total amount of the investment nature of investments for this project RUR 64,524,000. The investment estimate is:

|  |  |  |
| --- | --- | --- |
| Estimate parameters | U rev. | Value |
| Production time | months. | 6 |
| The cost of wind tunnel manufacturing | mln. Rub. | 44,000 |
| Payment order: |  |  |
| - the first payment - 30% of the cost | mln. Rub. | 13,200 |
| - payment at the end of the 1st month | mln. Rub. | 5,133 |
| - payment at the end of the 2nd month | mln. Rub. | 5,133 |
| - payment at the end of the 3rd month | mln. Rub. | 5,133 |
| - payment at the end of the 4th month | mln. Rub. | 5,133 |
| - payment at the end of the 5th month | mln. Rub. | 5,133 |
| - payment at the end of the 6th month | mln. Rub. | 5,133 |
| Equipment shipping costs (of its value) | % | 1,600 |
| The cost of the delivery of equipment | mln. Rub. | 0.704 |
| Price of installation of equipment (from its value) | % | 1,000 |
| Costs for equipment installation | mln. Rub. | 0,440 |
| Equipment kit (special wear, helmets, etc.) | mln. Rub. | 1,500 |
| The area of ​​land required | sq.m. | 500 |
| The right to land: 1 - the property; 2 - Rent | - | 1 |
| The cost of land acquisition | mln. Rub. | 5,000 |
| Building (Prefabricated construction) | mln. Rub. | 10,000 |
| Creation of website | mln. Rub. | 0,060 |
| Acquisition of cash registers | mln. Rub. | 0,045 |
| Investments in intangible assets: |  |  |
| - staff training (International Bodyflight Association) | mln. Rub. | 1,575 |
| - launching of promotion campaign (1-4 months). | mln. Rub. | 1,200 |
| Total investments | mln. Rub. | 64.524 |

Schedule of investments, mln. Rub.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Period | 1 month. | 2 months. | 3 months. | 4 months. | 5 months. | 6 months. | 7 months. | 8 months. | 9 months. |
| Property acquisitions | 18.33 | 5.13 | 5.13 | 5.13 | 17.13 | 9.28 | - | - | - |
| - the purchase of land | - | - | - | - | 5.00 | - | - | - | - |
| - the acquisition of the wind tunnel | 18.33 | 5.13 | 5.13 | 5.13 | 5.13 | 5.13 | - | - | - |
| - delivery and installation of wind tunnel | - | - | - | - | - | 1.14 | - | - | - |
| - construction of building and room equipment | - | - | - | - | 7.00 | 3.00 | - | - | - |
| Other costs of the preparatory period | - | - | - | 0.06 | - | 2.63 | 1.09 | 0.30 | 0.30 |
| - website creation | - | - | - | 0.06 | - | - | - | - | - |
| - acquisition and registration of cash registers | - | - | - | - | - | 0.05 | - | - | - |
| - training (IBA) | - | - | - | - | - | 0.79 | 0.79 | - | - |
| - a set of wear equipment | - | - | - | - | - | 1.50 | - | - | - |
| - launching an advertising campaign | - | - | - | - | - | 0.30 | 0.30 | 0.30 | 0.30 |
| Cash-flow from investing activities | -18.33 | -5.13 | -5.13 | -5,19 | -17.13 | -11.91 | -1.09 | -0.30 | -0.30 |
| Total investments cumulatively | 18.33 | 23.46 | 28.59 | 33.78 | 50.91 | 62.82 | 63.91 | 64.21 | 64.51 |

The real need for capital is 64.51 million rubles, as in the period 7th - 9th month of the project is already yielding operating income.

***Financing schedule and the return of investor capital*** It is as follows, in mln. rub .: 

## Pricing and sales forecast

Pricing

Tariff system for multi-stage missions: price per minute varies by the type of customer (beginner or a professional) and the amount of 1-time purchase.

***Prices of flights:***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Flight, minutes | Novice (fan) | | Professional | | | |
| Price for all the time, Rub. | Price per 1 minute | Flight Price for all the time, Rub. | Price per 1 minute | Price instructor of all time, Rub. | Price per 1 minute |
| 2 | 1400 | 700 | - | - | - | - |
| 4 | 2600 | 650 | - | - | - | - |
| 6 | 3700 | 617 | - | - | - | - |
| 10 | 5800 | 580 | - | - | - | - |
| 15 | 8100 | 540 | 4250 | 283 | 1500 | 100 |
| 20 | 10100 | 505 | - | - | - | - |
| 30 | 14000 | 467 | 8500 | 283 | 2500 | 83 |
| 60 | 25900 | 432 | 17000 | 283 | 5000 | 83 |

Most requested flight duration for beginners - 2-10 minutes. For the base value for the calculation adopted Flight 4 minutes - 650 rubles. in a minute. But for professionals’ prices much lower. The most popular volume - 30-60 minutes. Therefore, in calculating the basis for value received: 283 rubles. per minute of flight, and 83 rubles. minute work instructor.

Calculation of earnings when you exit the planned sales

| № | Parameter of calculation | U rev. | Count |
| --- | --- | --- | --- |
| 1[[2]](#footnote-2) | Wind tunnel work time fund (TF) per week[[3]](#footnote-3) | hour. | 84.0 |
| 2 | The proportion of time the technical downtime[[4]](#footnote-4) | % | 5 |
| 3 | Time share business downtime[[5]](#footnote-5) | % | 32.5 |
| 4 | Useful TF per week[[6]](#footnote-6) | hour. | 52.5 |
| 5 | Useful TF per month[[7]](#footnote-7) | hour. | 225.0 |
| 6 | Maintenance work per month[[8]](#footnote-8) | hour. | 3 |
| 7 | Net TF per month[[9]](#footnote-9) | hour. | 222.0 |
| 8 | The proportion of time for professional users[[10]](#footnote-10) | % | 22 |
| 9 | The proportion of time for beginners and amateurs[[11]](#footnote-11) | % | 78 |
| 10 | The average volume of 1-time purchase of professionals | min. | 30 |
| 11 | The average volume of 1-time purchase beginners and amateurs | min. | 4 |
| 12 | The average price of a 1-minute flight for professionals[[12]](#footnote-12) | Rub. | 366.3 |
| 13 | The average price of a 1-minute flight for beginners and amateurs | Rub. | 650 |
| 14 | Revenue per month from professional users[[13]](#footnote-13) | mln. Rub. | 1,073 |
| 15 | Revenues in the month of lovers and novices[[14]](#footnote-14) | mln. Rub. | 6.753 |
| 16 | Total expected revenue per month with a planned level of sales[[15]](#footnote-15) | mln. Rub. | 7,615 |

Thus, wind tunnel potentially provides commercial sale 210 hours of time (222 hours minus 12 hours for training instructors). It provides 7.615 million rubles revenue per month.

***Features of the organization of the sales system:***

* Up to 50% of sales take place through agents (shopping gift certificates, airfields and aerodromes instructors, travel agencies). The size of the agency fee is 15% of the proceeds;
* A significant amount of sales take place in the form of gift certificates. Of these stable 20% remain unused. The reserve in the calculation is not considered as a weak forecast for the new towns;
* 20% of sales will fall to regular customers - athletes; 80 - for beginners, amateurs.

Calculation of net revenue when leaving the planned sales

| № | Calculation parameter | U rev. | Count |
| --- | --- | --- | --- |
| 17 | Amount of agency fee partners of revenue | % | 15 |
| 18 | The share of sales through agents, from earnings | % | 50 |
| 19 | The amount of agency fee payable[[16]](#footnote-16) | mln. Rub. | 0.571 |
| 20 | The rate of tax under the simplified tax system (STS)[[17]](#footnote-17). | % | 5 |
| 21 | The amount of tax on the simplified tax system[[18]](#footnote-18) | mln. Rub. | 0.252 |
| 22 | Total net revenue per month[[19]](#footnote-19) | mln. Rub. | 6,792 |

***In case of a significant demand exceeding the capabilities of the object during the 12-hour operation mode, it may be arranged work at night*** (Primarily for professional training).

## Operational plan and project resource support

Mode of operation and staffing

***Mode of operation of the attraction - 12 hours a day***, seven days a week. According to the experience of similar objects, optimum working hours: 10:00 - 22:00 without lunch break.

This mode involves shifts of personnel: 1 instructor working station accounts for 2 staff positions.

The staff can be fully staffed by local professionals who have received a full course of IBA international program***[[20]](#footnote-20) in Moscow or St. Petersburg***. The corresponding budget estimates laid down in the investment costs of the project.

***It provides for a phased state equipment***: Director engaged in the project from the 1st of the month, marketer, whose task at the stage of investment will be the planning and implementation of the marketing campaign for the opening of the attraction, not available in the project with the 4th month, and key staff (managers and trainers of trainers) - 7 th, that is, from the moment of putting into commercial operation.

Permanent staff costs are added as follows:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Position | Count | month input | Payment per month, ths. Rub. | Total payment per month, ths. Rub. | Including Income tax, ths. Rub. | Social Security contributions, ths. Rub. | Total costs per month, ths. Rub. |
| CEO | 1 | 1 | 70 | 70 | 9,1 | 21 | 100,1 |
| Marketer | 1 | 4 | 50 | 50 | 6,5 | 15 | 71,5 |
| Administrator | 4 | 7 | 30 | 120 | 15,6 | 36 | 171,6 |
| Trainer Instructor | 6[[21]](#footnote-21) | 7 | 40 | 240 | 31,2 | 72 | 343,2 |
| Total | **12** |  |  | 480 | 62,4 | 144 | 686,4 |

***The piece of the salaries part provided for coaches:*** 50% of the remuneration of the instructor in the organization of professional (sports) flights. Upon reaching the planned loading of the object of the labor premium instructors trainers’ payment can be up to 25-30 thousand. Rub. per month (including personal income tax).

Additional material incentives for employees are unpaid flights provided by a model - every coach and instructor **for producing professional skill has 2:00 of training flights in a month**. The corresponding costs of operation of the equipment included in the model.

The basic process

***The phases of flight services in wind tunnel:***

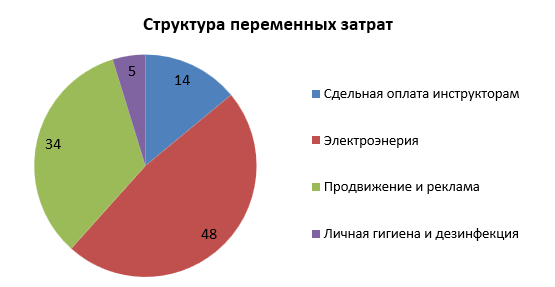
* ***theoretical training*** (Preflight briefing the client, obtaining equipment and training directly to the flight);
* ***warm-up and a test flight*** for a few seconds (to allow the organism to prepare wind tunnel and load conditions to avoid unintended client reactions);
* ***primary mission,*** extending flight under the supervision of an instructor (at this stage may be made photo-video (this commercial direction disregarded in the calculations, since it is not basic)).

According to experts, like hovering in the air does not represent any danger to human health, so technically he could be in wind tunnel an unlimited amount of time. Existing Guinness record of the flight duration was set in Perm and is 8 hours 33 minutes.

In accordance with the Russian law for the functioning of wind tunnel obligatory opportunity to provide first aid in case the client seasick or he would lose consciousness. Typically, this function is assigned to the instructor, and the decision provided by this model.

Сosts volume in the business depends primarily on the specifications of the wind tunnel. The draft tube is taken as a basis FreeFly 300 driven by electric energy (characteristics presented in the Appendix).

***The main volume falls on variable costs***: Promotion and advertising (34%), job price instructors (14%), electricity (48%), personal hygiene and disinfection (5%):



Formation of the variable costs and the calculation of the profit margin when you exit the object at full capacity is as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| № | Parameter | U rev. | Count |
| 23 | The amount of payment instructor, an average of 1 minute[[22]](#footnote-22) | Rub. | 41,65 |
| 24 | Direct costs for the payment of trainers (coach)[[23]](#footnote-23) | mln. Rub. | 0,159 |
| 25 | Electric power consumption per 1 work hour[[24]](#footnote-24) | KW. | 450 |
| 26 | Electricity consumption per month maximum[[25]](#footnote-25) | KW. \* H | 99 900 |
| 27 | Electricity tariff for 1 kW.[[26]](#footnote-26) | Rub. | 4,69 |
| 28 | The sum of the cost of electricity per month, the maximum[[27]](#footnote-27) | mln. Rub. | 0,469 |
| 29 | The ratio of advertising (by income) expenses | % | 5 |
| 30 | Regular cost of promotion and advertising[[28]](#footnote-28) | mln. Rub. | 0,381 |
| 31 | The ratio of expenses for hygiene and disinfection[[29]](#footnote-29) | Rub. | 20,000 |
| 32 | The amount of the costs of hygiene and disinfection[[30]](#footnote-30) | mln. Rub. | 0,054 |
| 33 | Total profit margins[[31]](#footnote-31) | mln. Rub. | 5,730 |

The amount of variable costs in a month when working in the design mode - RUR 1,062 Mln. Rub. (for 222 hours of operation of the active object including 210 hrs. Commercial).

Administrative and overhead fixed costs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| direction expenses | U rev. | month input | Count | The cost per unit., Rbl. | Costs per month., Rbl. |
| Accounting (Outsourcing) | agreement | 1 | 1 | 15000 | 15000 |
| Cleaning (outsourcing) | agreement | 7 | 1 | 20000 | 20000 |
| Communication (CEO, Sales) | agreement | 1 | 2 | 1500 | 3000 |
| Internet connection (for PR, SMM, sale) | rate | 1 | 1 | 4500 | 4500 |
| Maintenance, accessories[[32]](#footnote-32) | % | 7 | 0.2 | 645240 | 129048 |
| Communal expenses | norm | 7 | 1 | 20000 | 20000 |
| Security | agreement | 6 | 1 | 5000 | 5000 |
| Banking service | rate | 1 | 1 | 1500 | 1500 |
| Other household | % | 1 | 5 | 9902 | 49512 |
| Total |  |  |  |  | 247560 |

Administrative and overhead costs of the project without taking into account labor costs of personnel will amount to 247.6 thousand. Rub. per month.

This model accounted for the acquisition of land. Related costs included in the investment budget. As part of the administrative overhead and fixed costs are no rental payments[[33]](#footnote-33).

The calculation of the financial result and break-even point

When operating in 2-shift operation and loading of 62.5% of the project will bring stable RUR 4.788 million Rub. net profit per month. The indicator is as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| № | Parameter of calculation | U rev. | Count |
| 34 | Administrative and overhead costs[[34]](#footnote-34) | mln. Rub. | 0,248 |
| 35 | Staff costs per month[[35]](#footnote-35) | mln. Rub. | 0,686 |
| 36 | Total fixed costs[[36]](#footnote-36) | mln. Rub. | 0,934 |
| 37 | Specific marginal income (for 1 hour of wind tunnel work)[[37]](#footnote-37) | Rub. | 25 810 |
| 38 | The breakeven point (BP)[[38]](#footnote-38) | hour. | 36 |
| 39 | The safety margin (pure TF excess over BP)[[39]](#footnote-39) | % | 513 |
| 40 | Net income per month[[40]](#footnote-40) | mln. Rub. | 4,796 |
| 41 | Return on sales[[41]](#footnote-41) | % | 62,98 |
| 42 | Return on assets[[42]](#footnote-42) | % | 89,19 |
| 43 | Reference: The full cost price of 1 hour of work wind tunnel[[43]](#footnote-43) | Rub. | 12 700 |

***Cost structure and profit per hour of work (For reference):***

|  |  |  |
| --- | --- | --- |
| № | Parameter of calculation | Rub. |
| 44 | Average revenue per hour | 34 302 |
| 45 | Constant costs per hour (unit) | 4 207 |
| 46 | Variable costs per hour | 4 783 |
| 47 | Payments for STS and agent per hour (variable) | 3 710 |
| 48 | Net profit per hour | 21 603 |

## Organizing plan of the project

Special organizational aspects of business-related regulatory and legal regulation in the Russian Federation, the following:

* the registration of legal entities or individual entrepreneurs choose the Economic activity code 93.2 "Аctivities and recreation area" and 93.29 "Oher activities of performing entertainment";
* choose the simplified taxation regime (STS) with a base "income minus expenses". It is advisable to make in the event that the installation and operation of the equipment region has a reduced rate of the simplified taxation system for this mode - not more than 10% for the corresponding economic activities. If the base rate (15%) operates in the region, it is advisable to use the simplified tax system with the base "Income"[[44]](#footnote-44);
* pass the necessary notification procedures in the supervisory authorities;
* perform monitoring of the existing measures in the area of ​​financial support of small businesses and sport in accordance with the Federal Law №209-FZ dated 24.07.2007. For example, in the Tyumen region, the program for the selected activity (NACE) allows to receive a state subsidy of up to 49% of the cost of the equipment purchased, but in an amount not more than 5 mln. Rub.[[45]](#footnote-45) This significantly reduces the size of the investment budget;
* ***in the case of land acquisition to take into account***: Permitted uses, compliance boundaries of buffer zones (they can be broken by the adjacent objects), the presence of a source of electricity and condition (power supply will affect the stability and cost of a network connection).

In view of the wind tunnel mode every day from 10:00 to 22:00 (no output), will require the development of shift schedule for the sliding core staff: administrators and coaches instructors. Staffing, appropriate to the needs of staffing activities of the facility is presented above - n Operation and staffing..

***Key responsibilities of key personnel:***

* ***Administrator*** It keeps a booking on the fly and is responsible for optimizing the schedule, greets visitors, draws up the primary accounting and reporting documentation, keeps commercial accounts in social networks;
* ***Coach-Instructor*** works directly in the flight zone and provides flight control, safety of visitors during the flight; conducting pre-flight briefing and provides visitors with equipment; responsible for the safety of equipment and inventory, support them in working condition; is reporting on its area of ​​responsibility; advises clients and employees, informes about the company's service features.

## Cash flow, efficiency and sustainability forecast of the project

Terms calculations of economic efficiency of the project

1. Calculations are made in real terms - by March 2019. In particular, it does not provide indexation of wages. So, it does not take into account the inflationary component, which can significantly inflate the financial parameters of the project.
2. Adopted by the tax system - STS - maintained throughout the accounting period.
3. It is envisaged that the project financing is carried out on the investor's own funds, i.e. cash flow projections were not included in the loan servicing costs[[46]](#footnote-46).
4. It is based on Krasnodar agglomeration with a combined population of more than 2700 thousand. People. and the level of per capita income - 40 thousand rubles.[[47]](#footnote-47).
5. ***The project has the main stages of***:
6. ***Investment stage***. He runs from the 1st to the 9th month of the project. Including:

* Order, manufacture, supply, installation and commissioning - 1-6-th month;
* Acquisition of land and its preparation - 4-5-months;
* Website Creation - 4-5-months;
* Purchase of machinery, equipment and inventory - 6th month;
* Staff training - 6-7-th month;
* Start advertising campaign - 6-9 th month (in addition to the stipulated norm of operating expenses on advertising and PR).

1. **Stage exit at the planned sales**. Stage lasts from the 7th to the 12th month of the project and associated with working processes and procedures: promotion, sales, service organizations. At this time in parallel with a gradual set of client flow should be ensured a regular production management, including personnel work.
2. **Step work project at a power level**. It begins with the 13th month of the project.

Cash flow

Prediction cash flow with designated conditions is as follows:

Cash flow forecast, in mln. Rub.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1 year | | | | | | | | | | | |
| Period, months | 1 month. | 2 months. | 3 months. | 4 months. | 5 months. | 6 months. | 7 months. | 8 months. | 9 months. | 10 months. | 11 months. | 12 months. |
| Business receipts | - | - | - | - | - | - | 3,05 | 3,81 | 4,57 | 4,95 | 5,71 | 6,47 |
| Agency costs | - | - | - | - | - | - | 0,23 | 0,29 | 0,34 | 0,37 | 0,43 | 0,49 |
| Net sales (FT) | - | - | - | - | - | - | 2,82 | 3,52 | 4,23 | 4,58 | 5,28 | 5,99 |
| Variable costs | - | - | - | - | - | - | 0,42 | 0,53 | 0,64 | 0,69 | 0,80 | 0,90 |
| Marginal income | - | - | - | - | - | - | 2,39 | 2,99 | 3,59 | 3,89 | 4,49 | 5,08 |
| Total costs | 0,07 | 0,07 | 0,07 | 0,07 | 0,07 | 0,08 | 0,25 | 0,25 | 0,25 | 0,25 | 0,25 | 0,25 |
| Staff costs, taking into account deductions | 0,10 | 0,10 | 0,10 | 0,17 | 0,17 | 0,17 | 0,69 | 0,69 | 0,69 | 0,69 | 0,69 | 0,69 |
| Total fixed costs | 0,17 | 0,17 | 0,17 | 0,25 | 0,25 | 0,25 | 0,93 | 0,93 | 0,93 | 0,93 | 0,93 | 0,93 |
| Cash-flow from operating activities | -0,17 | -0,17 | -0,17 | -0,25 | -0,25 | -0,25 | 1,46 | 2,06 | 2,66 | 2,95 | 3,55 | 4,15 |
| Property acquisitions | 18,33 | 5,13 | 5,13 | 5,13 | 17,13 | 9,28 | - | - | - | - | - | - |
| - the purchase of land | - | - | - | - | 5,00 | - | - | - | - | - | - | - |
| - the acquisition of the installation | 18,33 | 5,13 | 5,13 | 5,13 | 5,13 | 5,13 | - | - | - | - | - | - |
| - delivery and installation of equipment | - | - | - | - | - | 1,14 | - | - | - | - | - | - |
| - construction of building and room equipment | - | - | - | - | 7,00 | 3,00 | - | - | - | - | - | - |
| Other costs of the preparatory period | - | - | - | 0,06 | - | 2,63 | 1,09 | 0,30 | 0,30 | - | - | - |
| - website creation | - | - | - | 0,06 | - | - | - | - | - | - | - | - |
| - acquisition and registration of cash registers | - | - | - | - | - | 0,05 | - | - | - | - | - | - |
| - training (IBA) | - | - | - | - | - | 0,79 | 0,79 | - | - | - | - | - |
| - a set of wear equipment | - | - | - | - | - | 1,50 | - | - | - | - | - | - |
| - launching an advertising campaign | - | - | - | - | - | 0,30 | 0,30 | 0,30 | 0,30 | - | - | - |
| Cash-flow from investing activities | -18,33 | -5,13 | -5,13 | -5,19 | -17,13 | -11,91 | -1,09 | -0,30 | -0,30 | - | - | - |
| Own (equity) capital | - | - | - | - | - | - | - | - | - | - | - | - |
| Attract investors capital | 18,33 | 5,13 | 5,13 | 5,19 | 17,13 | 11,91 | 1,09 | 0,30 | 0,30 | - | - | - |
| Return of capital raised | - | - | - | - | - | - | 0,18 | 0,86 | 1,15 | 1,45 | 1,74 | 2,03 |
| Interest payments on loans | - | - | - | - | - | - | - | - | - | - | - | - |
| Cash-flow from financing activities | 18,33 | 5,13 | 5,13 | 5,19 | 17,13 | 11,91 | 0,91 | -0,56 | -0,85 | -1,45 | -1,74 | -2,03 |
| The net financial result of the period | -18,51 | -5,31 | -5,31 | -5,44 | -17,38 | -12,16 | 0,37 | 1,76 | 2,36 | 2,95 | 3,55 | 4,15 |
| Accumulated net financial result | -18,51 | -23,81 | -29,12 | -34,56 | -51,94 | -64,10 | -63,73 | -62,00 | -59,68 | -56,77 | -53,27 | -49,18 |
| Tax at STS (revenues minus expenses) | - | - | - | - | - | - | 0,03 | 0,04 | 0,05 | 0,05 | 0,06 | 0,06 |
| Balance of cash at beginning of period | - | -0,18 | -0,35 | -0,53 | -0,78 | -1,03 | -1,28 | -0,03 | 1,13 | 2,58 | 4,04 | 5,80 |
| Balance of cash at end of period | -0,18 | -0,35 | -0,53 | -0,78 | -1,03 | -1,28 | -0,03 | 1,13 | 2,58 | 4,04 | 5,80 | 7,85 |

Prediction of cash flow (continued: 2nd, 3rd and 4th project years)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 2 year | | | | 3 year | | | | 4 year | | | |  |
| Period, months | 1 sq. | 2Q. | 3Q. | 4Q. | 1 Q. | 2Q. | 3Q. | 4Q. | 1 Q. | 2Q. | 3Q. | 4Q. |
| Business receipts | 22,85 | 22,85 | 22,85 | 22,85 | 22,85 | 22,85 | 22,85 | 22,85 | 22,85 | 22,85 | 22,85 | 22,85 |
| Agency costs | 1,71 | 1,71 | 1,71 | 1,71 | 1,71 | 1,71 | 1,71 | 1,71 | 1,71 | 1,71 | 1,71 | 1,71 |
| Net sales (FT) | 21,13 | 21,13 | 21,13 | 21,13 | 21,13 | 21,13 | 21,13 | 21,13 | 21,13 | 21,13 | 21,13 | 21,13 |
| Variable costs | 3,19 | 3,19 | 3,19 | 3,19 | 3,19 | 3,19 | 3,19 | 3,19 | 3,19 | 3,19 | 3,19 | 3,19 |
| Marginal income | 17,95 | 17,95 | 17,95 | 17,95 | 17,95 | 17,95 | 17,95 | 17,95 | 17,95 | 17,95 | 17,95 | 17,95 |
| Total costs | 0,74 | 0,74 | 0,74 | 0,74 | 0,74 | 0,74 | 0,74 | 0,74 | 0,74 | 0,74 | 0,74 | 0,74 |
| Staff costs, taking into account deductions | 2,06 | 2,06 | 2,06 | 2,06 | 2,06 | 2,06 | 2,06 | 2,06 | 2,06 | 2,06 | 2,06 | 2,06 |
| Total fixed costs | 2,80 | 2,80 | 2,80 | 2,80 | 2,80 | 2,80 | 2,80 | 2,80 | 2,80 | 2,80 | 2,80 | 2,80 |
| Cash-flow from operating activities | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 |
| Property acquisitions | - | - | - | - | - | - | - | - | - | - | - | - |
| - the purchase of land | - | - | - | - | - | - | - | - | - | - | - | - |
| - the acquisition of the installation | - | - | - | - | - | - | - | - | - | - | - | - |
| - delivery and installation of equipment | - | - | - | - | - | - | - | - | - | - | - | - |
| - construction of building and room equipment | - | - | - | - | - | - | - | - | - | - | - | - |
| Other costs of the preparatory period | - | - | - | - | - | - | - | - | - | - | - | - |
| - website creation | - | - | - | - | - | - | - | - | - | - | - | - |
| - acquisition and registration of cash registers | - | - | - | - | - | - | - | - | - | - | - | - |
| - training (IBA) | - | - | - | - | - | - | - | - | - | - | - | - |
| - a set of wear equipment | - | - | - | - | - | - | - | - | - | - | - | - |
| - launching an advertising campaign | - | - | - | - | - | - | - | - | - | - | - | - |
| Cash-flow from investing activities | - | - | - | - | - | - | - | - | - | - | - | - |
| Own (equity) capital | - | - | - | - | - | - | - | - | - | - | - | - |
| Attract investors capital | - | - | - | - | - | - | - | - | - | - | - | - |
| Return of capital raised | 7,42 | 7,42 | 7,42 | 7,42 | 7,42 | 7,42 | 7,42 | 5,14 |  |  |  |  |
| Interest payments on loans | - | - | - | - | - | - | - | - | - | - | - | - |
| Cash-flow from financing activities | -7,42 | -7,42 | -7,42 | -7,42 | -7,42 | -7,42 | -7,42 | -5,14 | - | - | - | - |
| The net financial result of the period | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 | 15,14 |
| Accumulated net financial result | -34,10 | -19,18 | -4,26 | 10,65 | 25,80 | 40,94 | 56,08 | 71,23 | 86,37 | 101,52 | 116,66 | 131,81 |
| Tax at STS (revenues minus expenses) | 0,23 | 0,23 | 0,23 | 0,76 | 0,76 | 0,76 | 0,76 | 0,76 | 0,76 | 0,76 | 0,76 | 0,76 |
| Balance of cash at beginning of period | 7,85 | 15,34 | 22,84 | 30,33 | 37,30 | 44,27 | 51,23 | 58,20 | 67,45 | 81,83 | 96,22 | 110,61 |
| Balance of cash at end of period | 15,34 | 22,84 | 30,33 | 37,30 | 44,27 | 51,23 | 58,20 | 67,45 | 81,83 | 96,22 | 110,61 | 125,00 |

Efficiency and sustainability of the project

***Efficacy parameters*** *of* investment project are as follows:

|  |  |  |
| --- | --- | --- |
| Efficacy parameter | U rev. | In operation 2 shifts |
| The volume of invested capital | mln. Rub. | 64,51 |
| Payback period since launch | months. | 36 |
| Net income in the 60 months of the project | mln. Rub. | 182,55 |
| Return on sales (under the planned load) | % | 62,98 |
| Return on assets (at the planned load) | % | 89,19 |
| The margin of safety by breakeven | % | 513,49 |
| The volume of tax payments (USN) | mln. Rub. | 10,81 |
| Number of new jobs | u | 12 |
| The volume of services to the population in the year | hour. | 2 555 |
| Number of visitors per year (max) | thous. people. | 32,79 |
| Capacity utilization (12-hour mode) | % | 62,50 |

It can be stated that the organization of business project based on wind tunnel has a high-margin, higher than the average market value: return on sales at the level of 62.87% and return on assets at the level of 89.04%.

Already at the end of 36 months from the launch of the facility project provides a complete return on investment (64,510,000. Rub.) And the net income in the amount of RUR 67,430,000. By 36 months of work, i.e ***3 years operating capital will be strengthened further to 2.04 times.***

The margin of safety in the parameter point of break-even points to the possibility (in case of adverse circumstances) more than 5 times the fall in sales volumes while maintaining the ability to pay all fixed costs. Given the fact that in the case of force majeure can be adjusted and fixed costs (reducing staff numbers of key personnel), the project enters the zero profitability zone only when loading at least 20% at the 12-hour operation.

On the other hand, by increasing the load in 12-hour mode with 62.5 to 80% of the project:

* It pays for itself within 30 months from the start;
* Net income for the 36 months of work amounted to RUB 113,130,000;

And at the opening of the work around the clock as wind tunnel Fly Station, the project:

* It will be repaid within 27 months from the start;
* Net income in the 36 months of work amounted to RUB 152,350,000.

Thus, we can speak about the stability of the project significantly.

## Project risks and risk management

***Possible external risks.***

* 1. The possible opening of direct competition can lead to a redistribution of the customer base, a decrease in sales, to dumping, increase in the cost of promotion and advertising. The solution is the original formation of a unique selling proposition (The only one professional wind tunnel in the South of Russia), for example, due to the club format of interaction, the formation of customer loyalty programs, the establishment of mechanisms facilitating professional and career development for athletes.
  2. ***The seasonal decline in sales***. The main decision - wind tunnel accommodation in a warm room, as provided by the project. In addition, during the seasonal decline in sales should intensify club formats work, as well as to pay special attention to professional customers.
  3. ***Lower incomes***. This risk is significant, as the entertainment industry, especially where the emphasis is on high-price segment, sensitive to consumer crises. The decision to target the most demanding segment of the market and the formation of the most large-scale core of regular customers.
  4. ***Insufficient level of demand***. If this risk is separate from the previous 1, it has a low probability, as the popularity of an active lifestyle and extreme sports is only increasing. The question is an active PR-activities, as well as the formation of the most flexible systems for coverage of loyalty wider audience.
  5. **Refusal to extend the lease or increase the cost of renting**. In this project, the risk does not take place, since the calculation is made taking into account the acquisition of land. However, if the project is implemented on the leased area, you need to sign and register a long-term lease with a fixed term and termination of the price review.

***Possible internal risks:***

* 1. ***Technological risks*** Which could result in costly breakdowns or prolonged downtime. The decision in respect regulations: the regular Control your equipment, quality service, competent choice of comp1nts used correctly.
  2. ***Human error*** due to lack of competence, a low level of responsibility and loyalty, which will affect the weaknesses in customer focus, poor quality of service. The decision in the preliminary selection, quality training at the start of the periodic certification and professional development, as well as flexible material incentives system.
  3. ***Reputational risks***. Solution in a constant quality control, tracking feedback and corrective action.

## 

## Appendix - Specifications wind tunnel «FreeFly 300"

* Marking of the manufacturer: Wind tunnel «FreeFly 300".

General description

The simulator aerodynamic FreeFly 300 (Wind tunnel) intended for recreational flights, and for the training and performance of athletes of all skill levels. It has classical class of devices for such a closed two-circuit arrangement and is equipped with a cooling system, allowing it to operate regardless of climate, season and weather.

Design is full metal with profiled steel elements and the power frame. It characterized by high aerodynamic efficiency, which has a positive effect on the speed and quality of the air flow, as well as on economic performance. Rate (max) of the air flow of at least 75 m/s. Cooled rotary vane and nozzle assemblies with large restriction coefficient applied in structure (3.4). Generally, electric type power plants and closed design configuration allows to have excellent environmental characteristics, low noise and easy in operation.

Good FreeFly 300 feature is that the motors with the fans mounted directly on the shafts in wind tunnel channels, as a consequence, lack of trained motor compartments and complete absence of transmission. This makes wind tunnel more compact, reliable and durable.

Wind tunnel easily assembled and disassembled and can be transported anywhere in the world in standard shipping containers. Calculated design gross weight 53 tons.

The layout and equipment  
  
• The frame power / air channels;

• Flight area (glass) from the glazing and door;

• Lock chamber;

• Fans (D = 2500 mm.), 2 units;

• Asynchronous motors, 3 phase, max. capacity of 355 kW 2 units;

• Inverters 2h360 kW (or more powerful);

• Ventilation cooling system (further 290 kW), the connection is not required;

• Rotary blade prepared for supplying coolant;

• External heat exchangers with fans to circulate the cooled wind tunnel air in the circuits;  
• Control Unit with attached digital channel management and monitoring (OS Windows);

• Vibration sensors 2 units;

• Temperature sensor of flight zone;

• The air pressure sensor 1 unit;

• Cabinet electric two pieces;

• Electric cables and wires, (connection kit).  
  
SECURITY:   
  
The emergency stop button in the following locations:

• Remote control;

• inside or in front of the lock chamber;

• In addition, the system can be installed smooth and safe descent.  
  
  
**Appointed lifetime wind tunnel: as (but not less than 10 years).**  
The warranty period for the product for 3 years (from the date of signing the Act of Handover). On components and assembly’s manufacturer warranty. Stated overhaul life for fans of 2000 hours. (With periodic inspections, according to the instruction manual). In fact, service life several times higher than this figure.  
  
Power frame consists of steel tubes, assembled together at bolted and welded connections. It provides a suspension of power plants, cooling heat exchangers. It provides stability and rigidity of the entire structure wind tunnel. Also, it provides its attachment to the foundation. The foundation is prepared in accordance with the documentation provided by the manufacturer.  
  
Air channels provide air circulation inside wind tunnel flow with minimal flow resistance. Air channels structurally reinforced supporting framework. All structural metal elements of wind tunnel, painted.

The color scheme (without images) is approved by the Buyer.

• Dimensions: flight zone consists of a cylindrical chamber, the inner diameter of 3000 mm, height of not less than 7.2 m, above the cylindrical part is extending chamber. Translucent portion (glass) of flight zone (not less than 5700 mm. Made of tempered laminated glass not less than 17 mm., Is made up of two segments (upper and lower) separated by a metallic shell.

• The lower segment has an inlet group consisting of a metal frame, doors, side panels. Adjacent to the entrance group is an airlock chamber, also assembled from cylindrical glasses inserted into metal frames. The doors of the flight zone and airlock are electrically operated.

• Grids: The flight zone is bounded above and below by safety nets. The bottom grid of the cable with a diameter of 3 mm. with a cell of 60x60 mm. plays the function of the floor of the flight zone. The device of fastening of a grid (cables) provides access for their expeditious replacement. The upper grid plays the role of a safety barrier.

The control panel is the operator’s workplace of the pipe and includes the following elements:

• digital control panel of frequency regulators / motors, cooling flap actuator switch, flight chamber door electric drive switch, flight zone lighting switches (4 groups);

• PC connected to the CPU (via USB, RS-232);

• Software (interface for displaying engine operating parameters and aerotube systems, including engine speed, currents, flight time and temperature in the flight zone).  
In case of increased requirements on noise at the installation site, noise can be reduced to a minimum by applying noise absorbing coating on the air channels, or the whole plant may be disposed within a service (or both) of the building (extra cost).  
  
Wind tunnel without significant problems can be removed, disassembled, transported and installed elsewhere. For transportation requires 8 40ft marine containers. It can be installed almost anywhere, where it is possible to connect the electric power with a peak load of 720 kW.

1. According Indoor Skydiving Source - https://www.indoorskydivingsource.com/tunnels/ [↑](#footnote-ref-1)
2. Here and hereinafter used sequentially numbered rows of related tables. [↑](#footnote-ref-2)
3. Mode of operation: 7 days a week \* 12 hours a day. [↑](#footnote-ref-3)
4. Blackouts, breakdowns, abnormal situations. [↑](#footnote-ref-4)
5. The lack of traffic, administrators’ errors (on the basis of accumulated statistics). [↑](#footnote-ref-5)
6. TF net downtime. [↑](#footnote-ref-6)
7. Based on the 30 days: row 4 / 7 days. \* 30 days. [↑](#footnote-ref-7)
8. The first Monday of each month. [↑](#footnote-ref-8)
9. Useful TF minus time for. [↑](#footnote-ref-9)
10. From the bottom of the TF a month. [↑](#footnote-ref-10)
11. Also. [↑](#footnote-ref-11)
12. Taking into account the payment of the instructor (83.3 rubles / minute). [↑](#footnote-ref-12)
13. \* row8\* row7 (in%) \* 60 minutes \* row12 / 1 Mill. [↑](#footnote-ref-13)
14. row7\* row9 \* (in%) \* 60 minutes \* row13 / 1 Mill. [↑](#footnote-ref-14)
15. The sum of row14 and row15 (reduced for the duration of the training instructors - 2 hours per person per month). [↑](#footnote-ref-15)
16. row 16\* row 17 \* (in%) \* row 18 (in%). [↑](#footnote-ref-16)
17. Base - "Income minus expenses." In many regions of Russia within the regional authority operates a reduced rate of tax under the simplified tax system with the base "income minus expenses". For example, in the Tyumen region, it is 5% (not less than 1% of sales). In most regions of the RF bet size in the application of the base is in the range 3-10% (http://ipipirowru/usn-stavki/). This makes it the most profitable it is this version of the tax base. [↑](#footnote-ref-17)
18. row 16 \*row 20 \* (in%). [↑](#footnote-ref-18)
19. row16 - row19 - row21. [↑](#footnote-ref-19)
20. International Bodyflight Association [↑](#footnote-ref-20)
21. Number coaches in this case from the calculation of the average load wind tunnel 62.5%. When the client flow reduction up to 50% it can serve qualitatively 4 instructor. [↑](#footnote-ref-21)
22. 50% of the customer's payment for the instructor. [↑](#footnote-ref-22)
23. Payment in excess of the salary: row7 row8 \* (in%) \* 60 minutes \* 41,65 rubles. 1.3 \* (social security contributions) / 1 million. [↑](#footnote-ref-23)
24. Maximum value - based on the work of energy, lighting, cooling. [↑](#footnote-ref-24)
25. \* row7 row25. [↑](#footnote-ref-25)
26. Review of 2018: http://zhkhinfo.ru/tarify/kakie-tarify-na-elektroenergiyu-dlya-yuridicheskix-lic-v-2017-godu.html. [↑](#footnote-ref-26)
27. row26 \* row 27. [↑](#footnote-ref-27)
28. row 16 \* row 29 \* (in%). [↑](#footnote-ref-28)
29. As per visitor: toiletries and tools for cleaning, soap, towels, earplugs, socks and disposable caps. [↑](#footnote-ref-29)
30. row 31 \* "The number of visitors per month, total." [↑](#footnote-ref-30)
31. row22 - row24 - row28 - row30 - row32. [↑](#footnote-ref-31)
32. Maintenance and preventative maintenance of the material and technical base. Expenditure on Maintenance are calculated as a percentage of the investment budget. [↑](#footnote-ref-32)
33. The attached draft model (xls format) possible adjustments to the option of renting the land. [↑](#footnote-ref-33)
34. See. Table. "Administrative and overhead fixed costs." [↑](#footnote-ref-34)
35. See. Table. in Sec. "Operation and staffing." [↑](#footnote-ref-35)
36. row34 + row35. [↑](#footnote-ref-36)
37. Revenues minus all variable costs and payments under the simplified tax system: row 33 \* 1 million / row7. [↑](#footnote-ref-37)
38. row36 \* 1 million / row 37. [↑](#footnote-ref-38)
39. (row 7 - row 38) / row 38 \* 100. [↑](#footnote-ref-39)
40. row33 - row36. [↑](#footnote-ref-40)
41. row 40 / row 16 \* 100. [↑](#footnote-ref-41)
42. row 40 \* 12 months. / "Total investments" \* 100. [↑](#footnote-ref-42)
43. (row19 + row21 + row24 + row28 + row30 + row32 + row36) \* 1000000 / row7. [↑](#footnote-ref-43)
44. This will increase the number of costly part, compared to the calculations presented here, but will not be critical to the project payback - payback period will continue. [↑](#footnote-ref-44)
45. Resolution of the Government of the Tyumen region №99-p dated 01.04.2008 On the order of selection of small and medium-sized businesses for the provision of state support in the form of grants. [↑](#footnote-ref-45)
46. Form (settlement file in xls) provides for the possibility of financing the project in the form of a combination of equity and debt - with the refund schedule and interest payments. Corresponding Graph individually can be taken into account in the calculation file. [↑](#footnote-ref-46)
47. Report data on the socio-economic development of the Krasnodar - preliminary results 2018. [↑](#footnote-ref-47)