

SHEBA FARMS FOUNDATION

DRAFT 3

VANTA, LLC (Roy Grimes)

August 5, 2021

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1.0 Business Strategy

Identity, Market and Focus

Target Market -- the target market in this instance must be those "strengths and opportunities" which enable the Foundation to act as a complement and value-added foundation that enhance and enable the Sheba Farms vision, mission and core values in broader community contexts.

Our focus shall be viewed from a systems perspective on how to delineate the for profit business side from social entrepreneurship and the non-profit Foundation goals of supporting structures of Sustainable Community, Health, Water, Climate Change, Green-Grid Neutral, and food availability.

1.1 Identity

Sheba Farms Foundation is focused on "glocal" foundational goals of thoughtful, valuable expertise sharing through community organizing and other modalities:

1. Assisting community farming, access to edible healthy crops and foods
2. Sharing of expertise to others through inputs to Sustainable Community, Community Health, Potable Water, Climate-Change, Green-Grid Neutral.
3. Job Training, and Education.

1.1.1 SWOT Analysis

Sheba Farms Foundation will capitalize on emerging opportunities and strengths toward success. Such opportunities include but not limited to, developing platforms, strategies and programs that impact the availability of healthy food, climate change, providing education and training for food development and deployment, impacting the healthy alternative food supply chain, and promoting a clean / green community and world.

Our goals in part include:

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- Establishing a Project as a working "Model Farm" and Research Center.
- Engaging in community organizing, education, education & training.
- Engaging in jobs training and development.
- Engaging development and launch of a small-farm cooperative.

Strengths are valuable but it is important to attempt to identify potential weaknesses which may impede our success. Being a start-up Foundation linked to a start-up business vision and mission is one area of focus. The area of focus is climate change which affects how and where food can be produced and its methods of delivery within the value and supply chains.

1.1.1.1 Strengths

Sheba Farms Foundation Strengths will help it capitalize on emerging opportunities.

Such strengths are based on and include:

1. Knowledge of developing platforms, strategies and programs that impact the availability of healthy food.
2. Knowledge the important roles of climate change on food supply.
3. Knowledge of providing education and training for food development.
4. Knowledge impacting a healthy alternative food value and supply chain.
5. Knowledge of promoting a clean / green community and world which is linked to food growth and development.
6. Knowledge of the importance of potable and irrigation water on food development and supply.
7. Knowledge of organizing communities to implement all of the aforementioned.
8. A broad skills and community diverse Advisory Board of Directors.

1.1.1.1.1 Weaknesses

This organization is a start-up linked to a start-up business in a tenuous food value and supply chain attempting to develop, grow, and distribute an innovative crop (Teff).

1.1.1.2 Opportunities

1. Developing and growing a segmented and stratified supportive Social Impact organizational system with the vision, capacity, resources and capabilities to clarify, foster, and support a plethora of generated and associated opportunities.
2. This will be based upon the historicity of Queen Sheba Restaurant, Sheba Farms, LLC, and individual experiences of members of the board of directors and advisory boards to wit:

The opportunities for Sheba Farms Foundation to contribute to the improvement of Teff research, production, processing and marketing on a global basis are immense.

1. Supply and demand gap of teff market are narrowed
2. Growing global health consciousness of gluten-free food
3. The growing domestic and international market demand calls for investment of time, money and energy.
4. Improved teff production technologies and logistics
5. The pandemic is increasing awareness about the need for a healthy lifestyle.
6. An improved U.S. and Ethiopia relations may improve in trade, technology, and diplomatic exchange.

1.1.1.3 Threats

1. Any threats to the Foundation shall also be threats within the Teff and Agricultural marketplace. Emerging local and global competitive Foundations and farming interest with a similar focus and direction will test the core strength of this organization.
2. Funding
3. Domestic and Global Diplomacy

1.1.2 Competitive Edge

Sheba Farms Foundation's competitive edge is its ability to further develop capabilities and resources in identifying, organizing, and communicating with internal and external constituencies laying a stronger foundation for success.

1.2 Target Market

Sheba Farms Foudation offers a linked approach best suited to the market and market segmentation of Sheba Farms, LLC. Our target market is the development and delivery of community benefits in the Food, Sustainable Life, Health, Jobs Development, Climate Change / Green, within an entrepreneurial marketplace.

1.3 Strategic Focus

We need to hone our strategic focus as the opportunities list is a broad one currently. **This will be completed with the input and assistance of the Board of Directors and the Advisory Board of Directors.**

2.0 Specific Plans

The following will become the roadmap, the frame to the footing and foundation, setting the steps for organizational development. Going from plan to management implementation takes specific deliberate steps.

The subtopics within this chapter will outline each sectional detail including assumptions and review schedules, interest payments, loans, estimated taxes and other relevant information. As a start-up costs, budgets, and expenses will be minimal agaisnt growth as we move toward a seasoned organization.

As a Foundation, we may or may not show a loss in the first few years because of the expectation of public and private financial support and the solidification of the TEFF market which is applicable to our growth. We may have unpaid personnel estimates showing against a limited initial income.

2.1 Review Schedule

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We will meet on the second Tuesday of each month to review planned v. actual results, track progress, revise priorities, and share what we have learned.

2.2 Important Assumptions

We cannot begin a new journey without making certain assumptions much of which will be shown in the following tables:

REVENUES:

- Foundation to foundation donations.
- Sheba Farm direct donation
- Membership revenue from Platinum, Gold, and Silver Members
- Government and Private Grants
- Awards Banquet Revenue (recognizing our outstanding pioneers, partners & supporters)

Table: General Assumptions

General Assumptions	FY 2022	FY 2023	FY 2024
Plan Month	1	2	3
Current Interest Rate	10.00%	10.00%	10.00%
Long-term Interest Rate	10.00%	10.00%	10.00%
Tax Rate	0.00%	0.00%	0.00%
Other	0	0	0

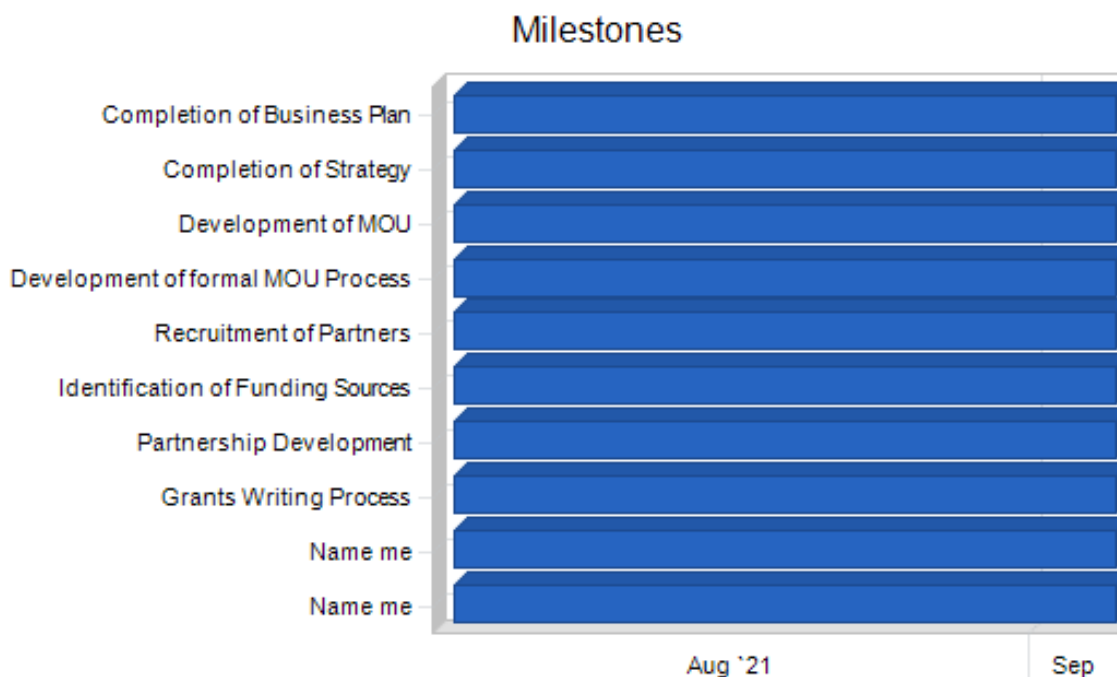
2.3 Milestones

Although the previous milestones list contains important events in our development, it does not indicate or demonstrate the strong commitment behind them. Our business plan contains actual comparative information to project from and we will conduct strategic meetings each month to further delineate future strategic developments and visioning.

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Table: Milestones

Milestones					
Milestone	Start Date	End Date	Budget	Manager	Department
Completion of Business Plan	8/5/2021	9/4/2021	\$0	ABC	Department
Completion of Strategy	8/5/2021	9/4/2021	\$0	ABC	Department
Development of MOU	8/5/2021	9/4/2021	\$0	ABC	Department
Development of formal MOU Process	8/5/2021	9/4/2021	\$0	ABC	Department
Recruitment of Partners	8/5/2021	9/4/2021	\$0	ABC	Department
Identification of Funding Sources	8/5/2021	9/4/2021	\$0	ABC	Department
Partnership Development	8/5/2021	9/4/2021	\$0	ABC	Department
Grants Writing Process	8/5/2021	9/4/2021	\$0	ABC	Department
Name me	8/5/2021	9/4/2021	\$0	ABC	Department
Name me	8/5/2021	9/4/2021	\$0	ABC	Department
Totals			\$0		



2.4 Funding Forecast

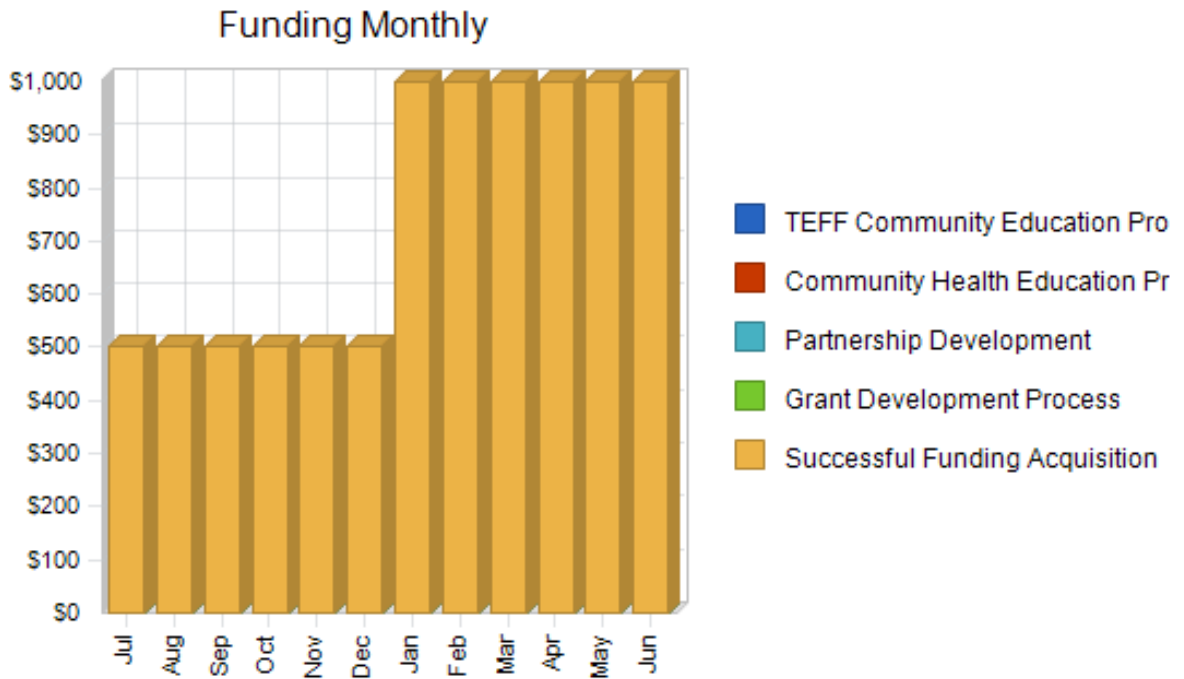
These numbers are very conservative placeholders to fund the Community and Health forums

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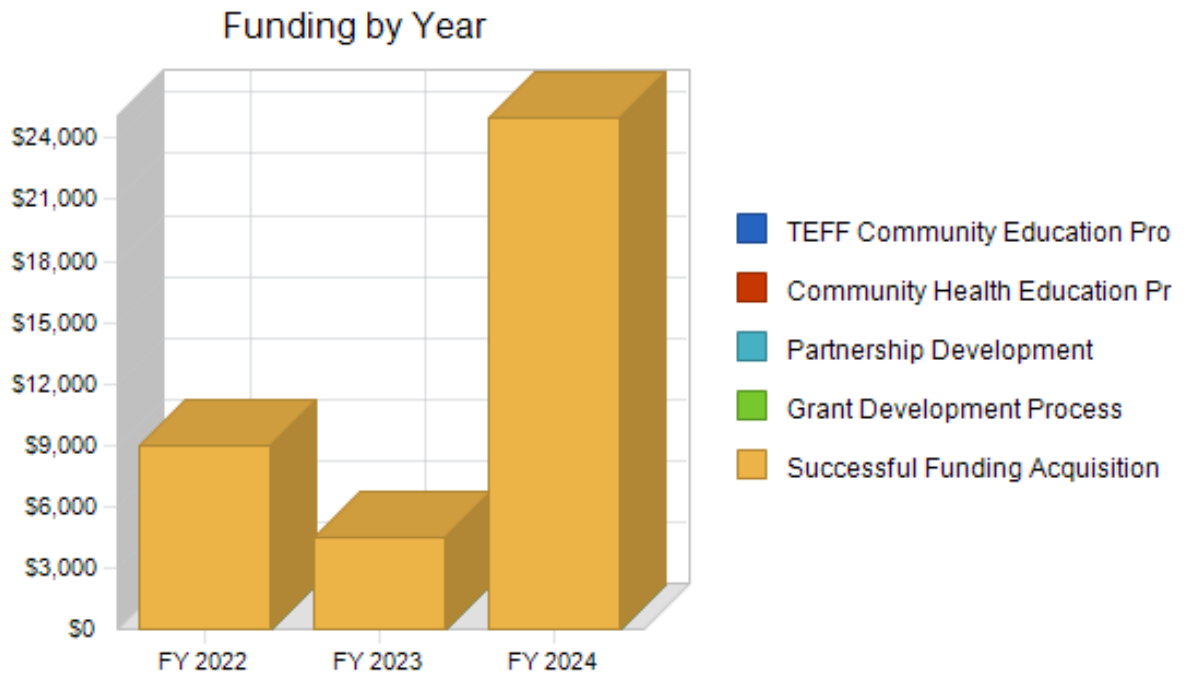
to be conducted by the Foundation and other Foundation Activities.

Table: Funding Forecast

Funding Forecast			
	FY 2022	FY 2023	FY 2024
Funding			
TEFF Community Education Program	\$0	\$0	\$0
Community Health Education Program	\$0	\$0	\$0
Partnership Development	\$0	\$0	\$0
Grant Development Process	\$0	\$0	\$0
Successful Funding Acquisition	\$9,000	\$4,500	\$25,000
Total Funding	\$9,000	\$4,500	\$25,000
Direct Cost of Funding			
Grantsmanship Costs	\$900	\$2,400	\$4,800
Row 2	\$0	\$0	\$0
Row 3	\$0	\$0	\$0
Subtotal Cost of Funding	\$900	\$2,400	\$4,800



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2.5 Budgets

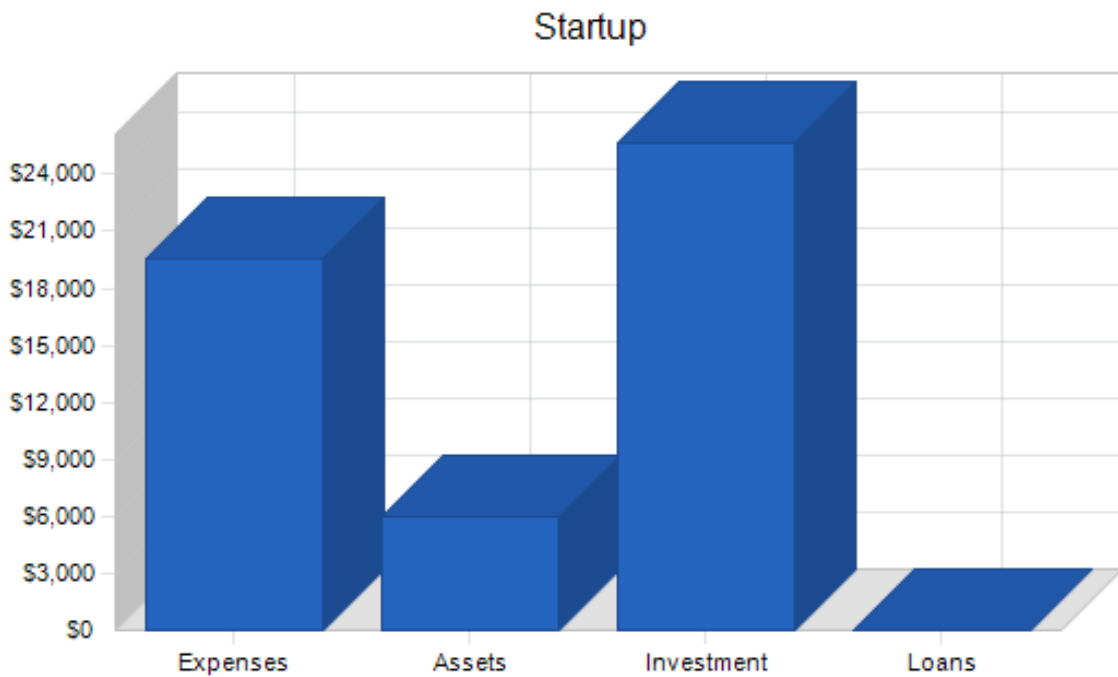
2.5.1 Startup Summary

There are no current assets and Long term assets will include such things as computer, desk, desk chair, phone, etc. As stated this is a star-up and we will be seeking both cash grants and equipment grants to launch.

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Table: Startup

Startup	
Requirements	
Startup Expenses	
Legal	\$3,000
Stationery etc.	\$100
Insurance	\$2,000
Rent	\$12,000
Computer	\$2,500
Other	\$0
Total Startup Expenses	\$19,600
Startup Assets	
Cash Required	\$2,500
Other Current Assets	\$0
Long-term Assets	\$3,500
Total Assets	\$6,000
Total Requirements	\$25,600



2.5.1.1 Startup Funding

There are no start-up long term assets or long term liabilities. Expenses are centered around equipment and rent for a functional potential beginng. More on this later.

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Table: Startup Funding

Startup Funding	
Startup Expenses to Fund	\$19,600
Startup Assets to Fund	\$6,000
Total Funding Required	\$25,600
Assets	
Non-cash Assets from Startup	\$3,500
Cash Requirements from Startup	\$2,500
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$2,500
Total Assets	\$6,000
Liabilities and Capital	
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$0
Capital	
Planned Investment	
Owner	\$0
Investor	\$0
Additional Investment Requirement	\$25,600
Total Planned Investment	\$25,600
Loss at Startup (Startup Expenses)	(\$19,600)
Total Capital	\$6,000
Total Capital and Liabilities	\$6,000
Total Funding	\$25,600

2.5.2 Personnel Plan

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Our personnel plan reflects that of a start-up. It has a skeletal staff in the beginning as the mission will be to find funding for education and community programs and to administer those programs.

As the complexity of administration evolves, the ability to utilize independent professional services such as grants writer, marketing pro and technology assistant will follow.

Table: Personnel

Personnel Plan	FY 2022	FY 2023	FY 2024
Impact Personnel			
President / CEO	\$0	\$0	\$0
Executive Assistant	\$0	\$0	\$0
Clerical	\$0	\$0	\$0
General Staff / Analyst	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0
Marketing & Organizing Personnel			
Name or Title or Group	\$0	\$0	\$0
Name or Title or Group	\$0	\$0	\$0
Name or Title or Group	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0
Administrative and Leadership Personnel			
Name or Title or Group	\$0	\$0	\$0
Name or Title or Group	\$0	\$0	\$0
Name or Title or Group	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0
Other Personnel			
Name or Title or Group	\$0	\$0	\$0
Name or Title or Group	\$0	\$0	\$0
Name or Title or Group	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0
Total People	0	0	5
Total Payroll	\$0	\$0	\$0

2.5.3 Expense Budget

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The expense budget shall reflect that of a start up with many basic functions accounted for through the initial funding sources.

2.5.4 Projected Surplus or Deficit

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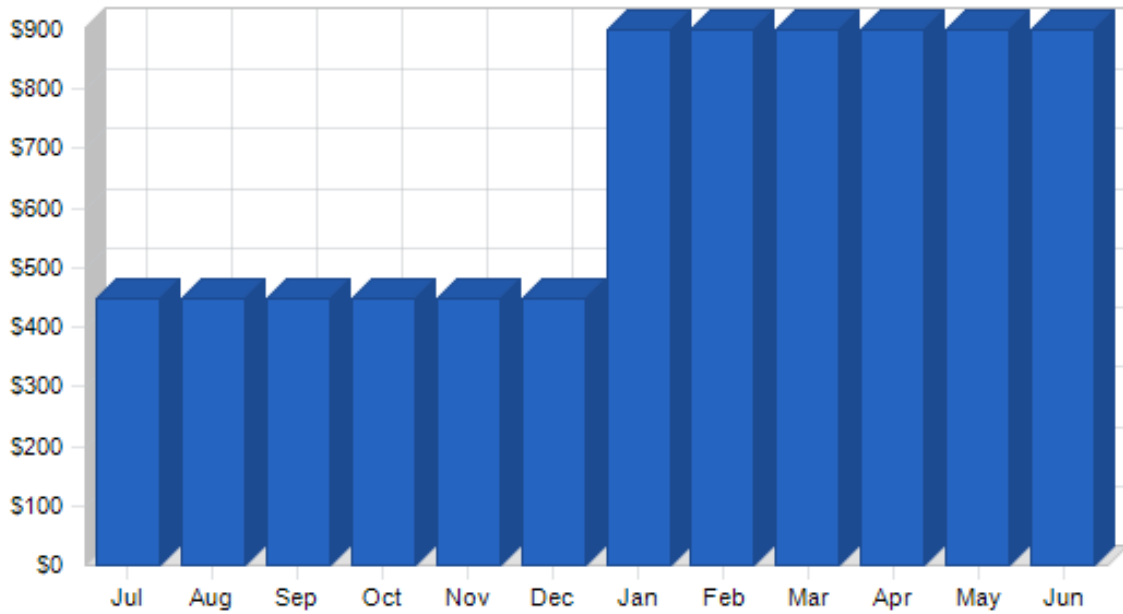
Table: Surplus and Deficit

Surplus and Deficit			
	FY 2022	FY 2023	FY 2024
Funding	\$9,000	\$4,500	\$25,000
Direct Cost	\$900	\$2,400	\$4,800
Impact Payroll	\$0	\$0	\$0
Other Costs of Funding	\$0	\$0	\$0
Total Direct Cost	\$900	\$2,400	\$4,800
Gross Surplus	\$8,100	\$2,100	\$20,200
Gross Surplus %	90.00%	46.67%	80.80%
Operating Expenses			
Marketing & Organizing Expenses			
Marketing & Organizing Payroll	\$0	\$0	\$0
Advertising/Promotion	\$0	\$0	\$0
Other Marketing & Organizing Expenses	\$0	\$0	\$0
Inserted Row	\$0	\$0	\$0
Total Marketing & Organizing Expenses	\$0	\$0	\$0
Marketing & Organizing %	0.00%	0.00%	0.00%
Administrative and Leadership Expenses			
Administrative and Leadership Payroll	\$0	\$0	\$0
Marketing/Promotion	\$0	\$0	\$0
Depreciation	\$0	\$0	\$0
Rent	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Insurance	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0
Other Administrative and Leadership Expenses	\$0	\$0	\$0
Total Administrative and Leadership Expenses	\$0	\$0	\$0
Administrative and Leadership %	0.00%	0.00%	0.00%
Other Expenses:			
Other Payroll	\$0	\$0	\$0
Consultants	\$0	\$0	\$0

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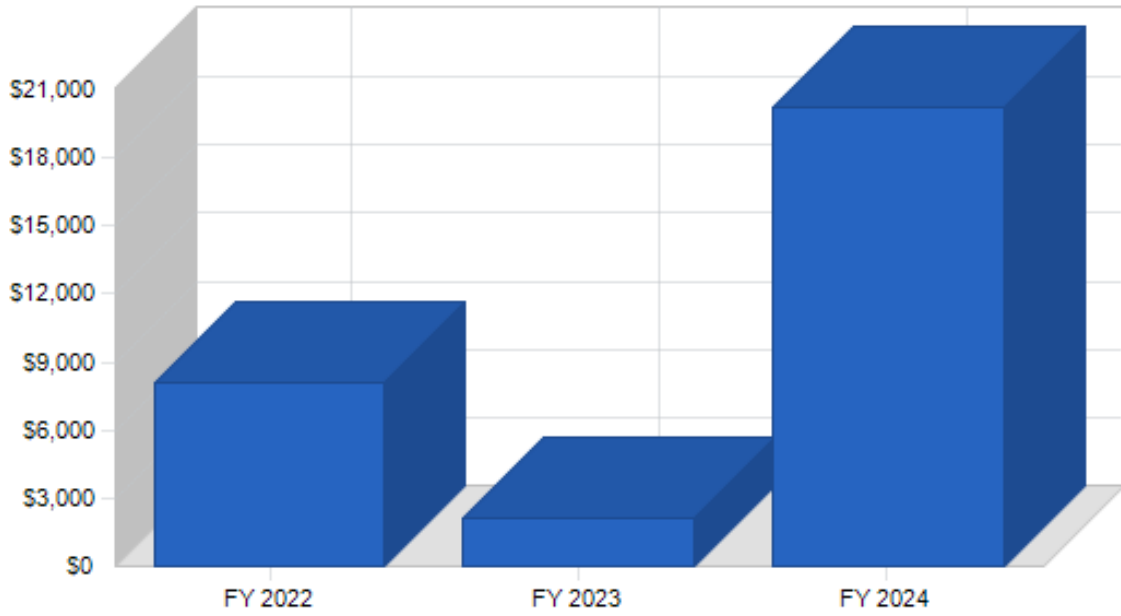
Other Expenses	\$0	\$0	\$0
Total Other Expenses	\$0	\$0	\$0
Other %	0.00%	0.00%	0.00%
Total Operating Expenses	\$0	\$0	\$0
Surplus Before Interest and Taxes	\$8,100	\$2,100	\$20,200
EBITDA	\$8,100	\$2,100	\$20,200
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$0	\$0	\$0
Net Surplus	\$8,100	\$2,100	\$20,200
Net Surplus/Funding	90.00%	46.67%	80.80%

Surplus Monthly

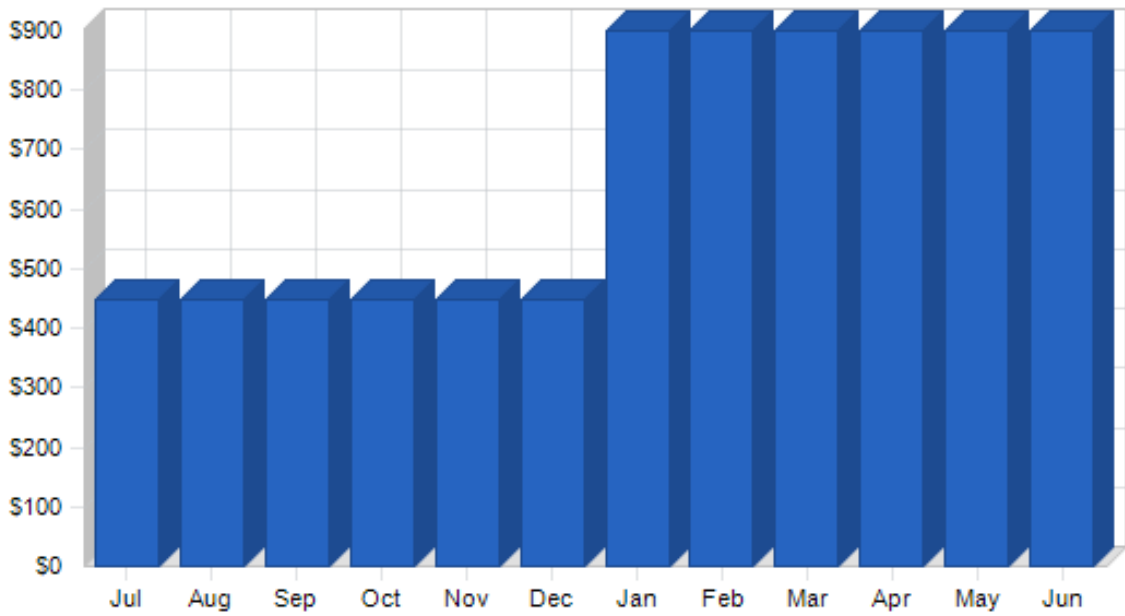


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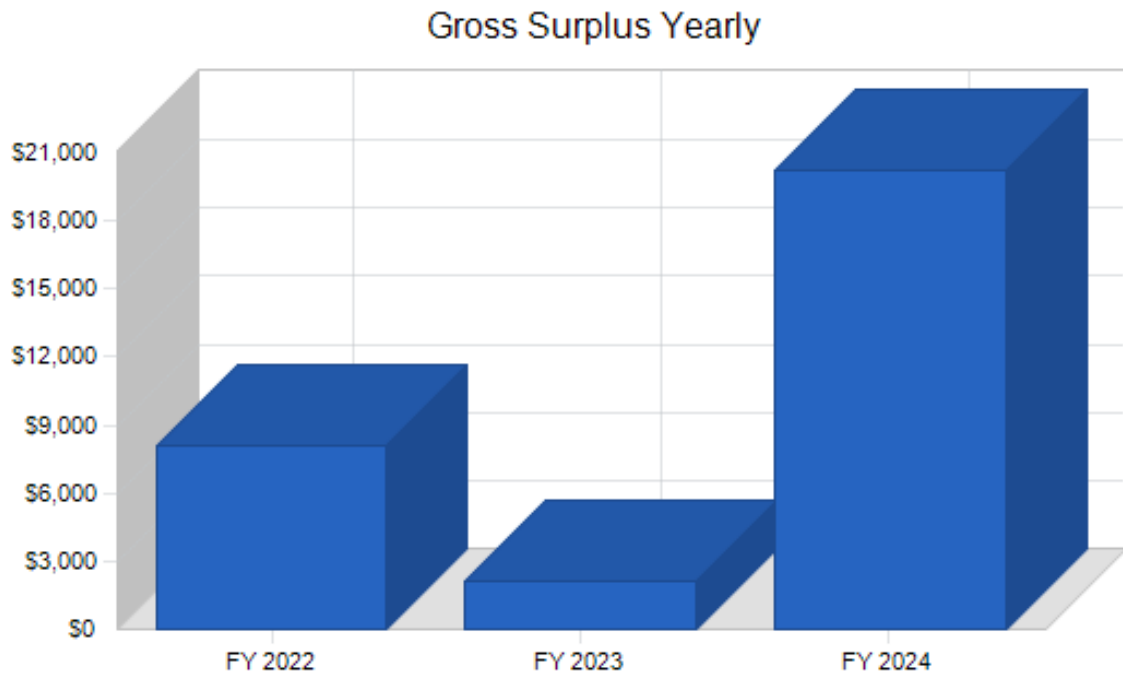
Surplus Yearly



Gross Surplus Monthly



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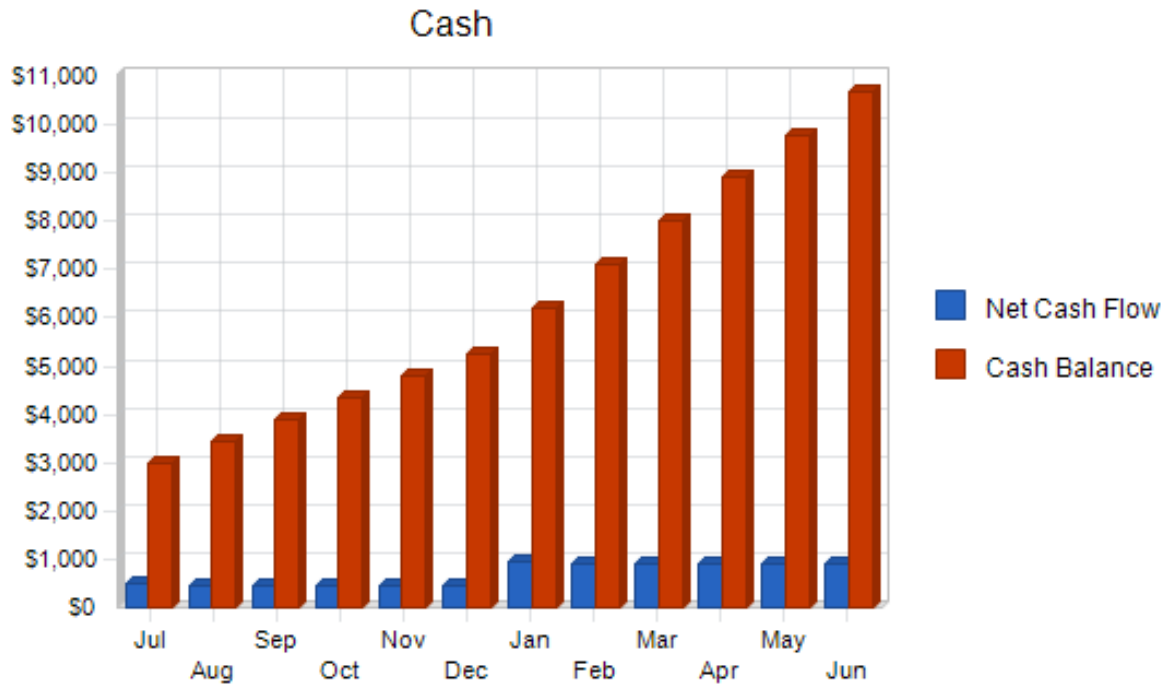
2.5.5 Projected Cash Flow

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Table: Cash Flow

Pro Forma Cash Flow			
	FY 2022	FY 2023	FY 2024
Cash Received			
Cash from Operations			
Cash Funding	\$9,000	\$4,500	\$25,000
Subtotal Cash from Operations	\$9,000	\$4,500	\$25,000
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
Subtotal Cash Received	\$9,000	\$4,500	\$25,000
Expenditures			
Expenditures from Operations			
Cash Spending	\$0	\$0	\$0
Bill Payments	\$803	\$2,255	\$4,647
Subtotal Spent on Operations	\$803	\$2,255	\$4,647
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
Subtotal Cash Spent	\$803	\$2,255	\$4,647
Net Cash Flow	\$8,197	\$2,245	\$20,353
Cash Balance	\$10,697	\$12,942	\$33,295

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3.0 Web Plan Summary

3.1 Website Marketing Strategy

3.2 Development Requirements