Hook Hand Rum — 5-Year Plan (v4) · Executive Summary

Bottoms-up revenue · 50/50 online & traditional channels · RTD-led 60/40 mix · cash flow with funding gap

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	**$1,143,757**	**$4,289,090**	**$10,293,817**	**$15,798,150**	**$20,015,755**
Wholesale	$544,646	$2,042,424	$4,901,818	$7,522,928	$9,531,312
Online/DTC	$599,111	$2,246,666	$5,391,999	$8,275,221	$10,484,443
Total cases	6,400	24,000	57,600	88,400	112,000
Gross Profit	$603,244	$2,448,048	$6,326,341	$10,396,861	$13,663,636
Gross Margin	52.7%	57.1%	61.5%	65.8%	68.3%
Operating Expense	$953,979	$2,584,576	$5,944,672	$8,811,094	$10,988,807
EBITDA	**($350,735)**	**($136,527)**	**$381,669**	**$1,585,767**	**$2,674,829**
EBITDA Margin	(30.7%)	(3.2%)	3.7%	10.0%	13.4%
Net Income	**($352,164)**	**($143,670)**	**$363,097**	**$1,155,009**	**$1,852,908**
Operating Cash Flow	($508,586)	($539,424)	($327,692)	$681,253	$1,650,027
Ending Cash	**$2,731,414**	**$2,151,989**	**$1,744,297**	**$1,925,550**	**$2,775,578**

KEY TAKEAWAYS

- Revenue is built bottoms-up: Total Doors × cases/door velocity → traditional channel, plus 50% online.
- Online = sold via retailers who ship to consumers (a channel, not premium DTC); 50% of volume, no field-sales cost.
- Min cash & "Additional raise needed" are on the Cash & Funding tab — the funding-gap answer.
- Yellow cells = key levers. Marketing % and Staffing $ are seeded — REVIEW & replace with your real plan.
- All numbers flow from the Assumptions tab. Change an input; every tab updates.

Hook Hand Rum — 5-Year Plan (v4)

Bottoms-up revenue (doors × velocity) · 50% online (retailer-shipped) / 50% traditional · driver-based opex · cash flow + funding gap

BLUE = input you can change · BLACK = formula · yellow = key lever

DISTRIBUTION — DOORS & VELOCITY	Year 1	Year 2	Year 3	Year 4	Year 5
CA — doors	100	300	600	850	1,000
FL — doors	100	300	600	850	1,000
NY — doors	100	300	600	850	1,000
NJ — doors	100	300	600	850	1,000
Total doors	**400**	**1,200**	**2,400**	**3,400**	**4,000**
Cases per door per year (velocity)	8.00	10.00	12.00	13.00	14.00
PRICING (per case, flat across plan)					
RTD bottle — wholesale $/case	$143.67	$143.67	$143.67	$143.67	$143.67
Hook Hand Rum — wholesale $/case	$210.00	$210.00	$210.00	$210.00	$210.00
Online price (× wholesale)	1.00	1.00	1.00	1.00	1.00
PRODUCT & CHANNEL MIX					
RTD share of physical cases	60.0%	60.0%	60.0%	60.0%	60.0%
Rum share of physical cases	40.0%	40.0%	40.0%	40.0%	40.0%
Traditional channel share (distributor/3-tier)	50.0%	50.0%	50.0%	50.0%	50.0%
Online channel share (retailer-shipped to home)	50.0%	50.0%	50.0%	50.0%	50.0%
Original Crew rev (% of physical rev)	3.0%	3.0%	3.0%	3.0%	3.0%
Merch rev (% of physical rev)	2.0%	2.0%	2.0%	2.0%	2.0%

COGS (% of revenue)	Year 1	Year 2	Year 3	Year 4	Year 5
RTD	38.0%	35.0%	32.0%	29.0%	26.0%
Rum	58.0%	52.0%	46.0%	40.0%	38.0%
Original Crew	25.0%	24.0%	22.0%	21.0%	20.0%
Merchandise	50.0%	48.0%	45.0%	42.0%	40.0%
OPERATING EXPENSE DRIVERS					
Marketing (% of total revenue)	30.0%	35.0%	40.0%	40.0%	40.0%

GGG distribution commission (% of wholesale)	8.0%	8.0%	8.0%	8.0%	8.0%
Distribution — fixed logistics $	$50,000	$100,000	$150,000	$200,000	$250,000
Staffing $ (base HQ + field sales — see detail)	$300,000	$450,000	$725,000	$950,000	$1,050,000
Operations $	$71,280	$150,000	$250,000	$350,000	$450,000
Original Crew Ops $	$96,000	$180,000	$250,000	$300,000	$350,000
Licenses & Legal $	$50,000	$40,000	$60,000	$90,000	$120,000
CAPITAL, WORKING CAPITAL, TAX & FUNDING					
Capex $	$10,000	$40,000	$80,000	$500,000	$800,000
Inventory held (months of COGS)	3.00	3.00	3.00	3.00	3.00
A/R days (wholesale terms)	45	45	45	45	45
A/P days (supplier terms)	30	30	30	30	30
Depreciation life (years)	7	7	7	7	7
Tax rate (with NOL carryforward)	25.0%	25.0%	25.0%	25.0%	25.0%
Investment raised $	$3,250,000	-	-	-	-
Beginning cash $	-	-	-	-	-
Minimum cash buffer $	$250,000	$250,000	$250,000	$250,000	$250,000
PACKAGING					
Bottles per case	6	6	6	6	6
STAFFING DETAIL (feeds Staffing line above)					
Base / HQ staffing $	$175,000	$250,000	$350,000	$450,000	$550,000
Field sales — full-strength annual cost $	$500,000	$500,000	$500,000	$500,000	$500,000
Field sales staffing ramp (% of full)	25.0%	40.0%	75.0%	100.0%	100.0%
Field sales cost (= full × ramp)	$125,000	$200,000	$375,000	$500,000	$500,000

Revenue Build — Bottoms-Up (Doors × Velocity × Price)

VOLUME (cases)	Year 1	Year 2	Year 3	Year 4	Year 5
Wholesale cases (doors × velocity)	3,200	12,000	28,800	44,200	56,000
Online cases (wholesale × online/wholesale)	3,200	12,000	28,800	44,200	56,000
Total cases	**6,400**	**24,000**	**57,600**	**88,400**	**112,000**
Total bottles (×6 per case)	38,400	144,000	345,600	530,400	672,000
REVENUE BY PRODUCT × CHANNEL					
RTD — wholesale	$275,846	$1,034,424	$2,482,618	$3,810,128	$4,827,312
Rum — wholesale	$268,800	$1,008,000	$2,419,200	$3,712,800	$4,704,000
RTD — online	$275,846	$1,034,424	$2,482,618	$3,810,128	$4,827,312
Rum — online	$268,800	$1,008,000	$2,419,200	$3,712,800	$4,704,000
Physical product revenue	**$1,089,293**	**$4,084,848**	**$9,803,635**	**$15,045,857**	**$19,062,624**
Original Crew (membership)	$32,679	$122,545	$294,109	$451,376	$571,879
Merchandise	$21,786	$81,697	$196,073	$300,917	$381,252
TOTAL REVENUE	**$1,143,757**	**$4,289,090**	**$10,293,817**	**$15,798,150**	**$20,015,755**
REVENUE BY CHANNEL					
Wholesale (RTD+Rum)	$544,646	$2,042,424	$4,901,818	$7,522,928	$9,531,312
Online/DTC (RTD+Rum+OC+Merch)	$599,111	$2,246,666	$5,391,999	$8,275,221	$10,484,443
Online % of revenue	52.4%	52.4%	52.4%	52.4%	52.4%
COST OF GOODS SOLD					
RTD COGS	$209,643	$724,097	$1,588,875	$2,209,874	$2,510,202
Rum COGS	$311,808	$1,048,320	$2,225,664	$2,970,240	$3,575,040
OC COGS	$8,170	$29,411	$64,704	$94,789	$114,376
Merch COGS	$10,893	$39,215	$88,233	$126,385	$152,501
Total COGS	**$540,514**	**$1,841,042**	**$3,967,476**	**$5,401,289**	**$6,352,119**

Profit & Loss

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	**$1,143,757**	**$4,289,090**	**$10,293,817**	**$15,798,150**	**$20,015,755**
Total COGS	($540,514)	($1,841,042)	($3,967,476)	($5,401,289)	($6,352,119)
Gross Profit	**$603,244**	**$2,448,048**	**$6,326,341**	**$10,396,861**	**$13,663,636**
Gross Margin	52.7%	57.1%	61.5%	65.8%	68.3%
OPERATING EXPENSES					
Marketing	($343,127)	($1,501,182)	($4,117,527)	($6,319,260)	($8,006,302)
Distribution (commission + fixed)	($93,572)	($263,394)	($542,145)	($801,834)	($1,012,505)
Staffing	($300,000)	($450,000)	($725,000)	($950,000)	($1,050,000)
Operations	($71,280)	($150,000)	($250,000)	($350,000)	($450,000)
Original Crew Ops	($96,000)	($180,000)	($250,000)	($300,000)	($350,000)
Licenses & Legal	($50,000)	($40,000)	($60,000)	($90,000)	($120,000)
Total Operating Expense	**($953,979)**	**($2,584,576)**	**($5,944,672)**	**($8,811,094)**	**($10,988,807)**
EBITDA	**($350,735)**	**($136,527)**	**$381,669**	**$1,585,767**	**$2,674,829**
EBITDA Margin	(30.7%)	(3.2%)	3.7%	10.0%	13.4%
Depreciation	($1,429)	($7,143)	($18,571)	($90,000)	($204,286)
EBIT	**($352,164)**	**($143,670)**	**$363,097**	**$1,495,767**	**$2,470,543**
TAX (NOL carryforward)					
NOL balance — beginning	-	$352,164	$495,834	$132,737	-
Pre-tax income	($352,164)	($143,670)	$363,097	$1,495,767	$2,470,543
Taxable income	-	-	-	$1,363,030	$2,470,543
NOL balance — ending	$352,164	$495,834	$132,737	-	-
Tax	-	-	-	($340,758)	($617,636)
NET INCOME	**($352,164)**	**($143,670)**	**$363,097**	**$1,155,009**	**$1,852,908**
Net Margin	(30.8%)	(3.3%)	3.5%	7.3%	9.3%

Cash Flow & Funding Gap

Answers: how much to raise, and when does cash run thin

WORKING CAPITAL (balances)	Year 1	Year 2	Year 3	Year 4	Year 5
Inventory (months of COGS)	$135,128	$460,261	$991,869	$1,350,322	$1,588,030
Accounts Receivable	$67,148	$251,806	$604,334	$927,484	$1,175,093
Accounts Payable	$44,426	$151,319	$326,094	$443,942	$522,092
Net working capital	**$157,851**	**$560,748**	**$1,270,109**	**$1,833,865**	**$2,241,031**
(Increase)/decrease in NWC	($157,851)	($402,897)	($709,361)	($563,756)	($407,166)
CASH FLOW					
Net income	($352,164)	($143,670)	$363,097	$1,155,009	$1,852,908
+ Depreciation (non-cash)	$1,429	$7,143	$18,571	$90,000	$204,286
+/- Change in working capital	($157,851)	($402,897)	($709,361)	($563,756)	($407,166)
Operating cash flow	**($508,586)**	**($539,424)**	**($327,692)**	**$681,253**	**$1,650,027**
- Capex	($10,000)	($40,000)	($80,000)	($500,000)	($800,000)
+ Investment raised	$3,250,000	-	-	-	-
Net change in cash	**$2,731,414**	**($579,424)**	**($407,692)**	**$181,253**	**$850,027**
CASH POSITION					
Beginning cash	-	$2,731,414	$2,151,989	$1,744,297	$1,925,550
Ending cash	**$2,731,414**	**$2,151,989**	**$1,744,297**	**$1,925,550**	**$2,775,578**
FUNDING GAP					
Cash buffer required	$250,000	$250,000	$250,000	$250,000	$250,000
Shortfall vs buffer (if negative)	**$2,481,414**	**$1,901,989**	**$1,494,297**	**$1,675,550**	**$2,525,578**
Minimum ending cash (5-yr)	**$1,744,297**				
Worst shortfall vs buffer	**$1,494,297**				
Additional raise needed	**-**				