

# D'ÉL YUNQUE

A COLÓN HOLDINGS COMPANY



**BUSINESS PLAN 2016**



**Colón Holdings**  
A MANAGEMENT & HOLDING CORPORATION

**MUTUAL NON-DISCLOSURE/NON CIRCUMVENTION AGREEMENT**

This Mutual Non-Disclosure Agreement ("Agreement") is effective as of the \_\_\_ day of \_\_\_\_\_, 20 between **COLÓN HOLDINGS, LLC.**, a Florida Limited Liability Company, with its principal place of business at CARR. 635 KM 0.6 ARECIBO, PR 00612, USA and \_\_\_\_\_, located at \_\_\_\_\_.

1. **PURPOSE.** The parties to this Agreement desire to engage in discussions regarding a possible business relationship between the parties. In connection with these discussions, it may be necessary or desirable for either party to provide the other party with, or allow it access to, proprietary, technical or business data or other confidential information of the disclosing party or a third party, to which the disclosing party is under an obligation of confidentiality (collectively referred to as "Proprietary Information"). Each party believes that its Proprietary Information has significant commercial value, which would be diminished by unauthorized disclosure. Accordingly, the commitments to confidentiality in this Agreement are a condition to each party's willingness to engage in the contemplated discussions.

2. **PROPRIETARY INFORMATION.** "Proprietary Information" shall be deemed to include all Trade Secrets and Confidential Information of a party (or of a third party, including affiliates of a party, whose information the disclosing party is obligated to keep confidential) that is conveyed orally, in writing, by demonstration, or by computer related or other electronic media. For purposes of this Agreement, "Trade Secrets" shall include, but not be limited to, any technical or non-technical data, formula, pattern, compilation, software program, device, method, technique, product specifications, process, financial plan, product plan, list of actual or potential customers or suppliers, or other information similar to any of the foregoing, which (i) derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can derive economic value from its disclosure or use; and (ii) is the subject of efforts that are reasonable under the circumstances to maintain its secrecy. "Confidential Information" means any valuable, secret business information other than Trade Secrets, including, but not limited to, information related to pricing, profit margins, marketing plans and methods, and personnel. If the Proprietary Information is written or in other tangible form, it must be labeled by the disclosing party as proprietary, confidential or the like at the time of delivery. If the disclosure is oral or visual, the information shall not be deemed Proprietary Information unless at or preceding the meeting at which the disclosure is made, the disclosing party has identified it as confidential in a written summary communicated to the receiving party. Proprietary Information shall not include information, which:

(i) Is already in the possession of, or previously known to, the receiving party free of any obligation to keep such information confidential;

(ii) Is received from a third party without similar restrictions on disclosure and without breach of this Agreement;

(iii) Is disclosed to third parties by the disclosing party without similar restrictions on disclosure; (iv)

Becomes publicly available by other than unauthorized disclosure hereunder;

(v) Is independently developed by the receiving party; or

(vi) Is required to be disclosed pursuant to any applicable statute, law, rule or regulation of any governmental authority or any political subdivision thereof or pursuant to a valid order of any court of competent jurisdiction, so long as the party required to disclose the information provides the other party with prior notice that is as prompt as practicable under the circumstances and with reasonable assistance in contesting the order of disclosure at the expense of the other party.

# **COLÓN HOLDINGS, LLC**

## **A MANAGEMENT & HOLDING CORPORATION**

**3. MUTUAL OBLIGATION OF CONFIDENTIALITY.** The parties agree that, following receipt of any Proprietary Information:

(i) The receiving party shall not disclose, publish, report, communicate, or otherwise transfer the other party's Proprietary Information to any third party, and shall protect the Proprietary Information of the other party from unauthorized disclosure with no less than the same degree of care which it uses to prevent the unauthorized use, dissemination or publication of its own most valuable confidential and proprietary information (but in no event, less than a reasonable degree of care).

(ii) Each party may use, reduce to tangible form and reproduce the other's Proprietary Information only for the limited purposes of its internal evaluation, or in the subsequent performance of a business relationship with the other as contemplated by this Agreement. All copies or other embodiments of the Proprietary Information shall remain the property of the disclosing party and must bear a conspicuous legend indicating the confidential nature of the copy or embodiment.

(iii) Each party shall permit access to the other's Proprietary Information only to its employees, agents, subcontractors, and affiliates who reasonably require access to Proprietary Information for purposes permitted by this Agreement; have been made aware of the confidential nature of the Proprietary Information and have executed a written employment or other confidentiality agreement with such party to maintain the confidential status of Proprietary Information and to restrict its use as provided by this Agreement.

**4. CONFIDENTIALITY PERIOD.** The obligations of confidentiality set forth in Section 3 will continue for a period of **SEVEN (7) YEARS** from the date of disclosure with regard to all Confidential Information and with regard to Trade Secrets, shall continue as long as the information is treated as confidential by the disclosing party and otherwise qualifies as a trade secret under applicable law.

**5. OWNERSHIP AND RETURN.** Proprietary Information shall be deemed the property of the disclosing party for purposes of this Agreement, and the receiving party shall not reproduce or copy such Proprietary Information, except as required for the permitted purposes outlined above. Upon written request of the disclosing party and in any event, upon termination of this Agreement, all such Proprietary Information in tangible form in the possession or control of a receiving party will be returned to the disclosing party or, at the direction of the disclosing party, be destroyed by the receiving party. At any time during the term of this Agreement, the receiving party may give written notice to the other party that all Proprietary Information in the receiving party's possession will be destroyed, unless the disclosing party sends a written request to the other party within fifteen (15) days of its receipt of such notice to return the Proprietary Information.

**6. TERM AND TERMINATION.** This Agreement shall continue in full force and effect for a period of **SEVEN (7) YEARS** from the date of execution. This Agreement may be terminated at any time upon written notice to the other party; provided, however, that in the event of such termination, the recipient's obligations under this Agreement with respect to Proprietary Information exchanged prior to the effective date of termination shall remain in effect for the periods indicated in Section 4.

**7. NO LICENSE OR WARRANTY.** This Agreement shall not be construed as granting or conferring any rights by license or otherwise in any Proprietary Information disclosed pursuant hereto. Neither party makes any representation or warranty, expressed or implied, with respect to any Proprietary Information. Neither party shall be responsible for any expenses, losses or actions incurred or undertaken by the other party as a result of the receipt and use by such other party of the Proprietary Information of the party providing such information.

**8. NO AGENCY OR PARTNERSHIP.** No agency, partnership, joint venture or other business relationship shall be or is created by this Agreement. There is no obligation on the part of either party to negotiate or enter into any further agreement related to the disclosure hereunder or the purposes of such disclosure as described above.

**9. EXPORT RESTRICTIONS.** Notwithstanding any other provisions of this Agreement, the parties agree not to export, directly or indirectly, any U.S. source technical data acquired from the other party or any products utilizing such

**COLÓN HOLDINGS, LLC**  
**A MANAGEMENT & HOLDING CORPORATION**

data to any countries outside the United States if such export might be in violation of the United States Export Laws or Regulations.

**10. NON-CIRCUMVENTION.** That they further undertake not to enter into business transaction with banks, investors, sources of funds or other bodies, the names of which have been provided by one of the parties to this agreement, unless written permission has been obtained from the other party, or parties, to do so. For the sake of this agreement, it does not matter whether information is obtained from a natural or a legal person. The parties also undertake not to make use of a third party to circumvent this clause. That in the event of circumvention of this Agreement by either party, directly or indirectly, the circumvented party shall be entitled to a legal monetary penalty equal to the maximum service it should realize from such a transaction plus any and all expenses, including but not limited to all legal costs and expenses incurred to recover the lost revenue.

**11. COUNTERPARTS.** This Agreement may be executed in counterparts, and execution may be evidenced by facsimile copies of executed pages. Any copy of this Agreement having signature pages executed by all parties, whether in separate pages, and whether on original or facsimile copies, so long as it contains the original signature of at least one of the parties shall be deemed an original.

**12. MISCELLANEOUS.** (i) This Agreement constitutes the entire agreement of the parties with respect to the subject matter hereof, and all additions, modifications and waivers to this Agreement must be made in writing and signed by both parties. However, the failure of a party to insist on full compliance with any provision of this Agreement in a particular instance shall not preclude it from requiring full compliance thereafter.

(ii) This Agreement is made under and shall be construed according to the laws of the State of Florida and the laws of the United States.

**IN WITNESS WHEREOF,** the parties hereto have executed this Agreement personally or through their authorized representatives.

**COLÓN HOLDINGS, LLC.**

**COMPANY NAME**



**By: YÓNATAN COLÓN, PRINCIPAL**

**By:** \_\_\_\_\_

**COLÓN HOLDINGS, LLC.**  
**CARR. 635 KM 0.6**  
**ARECIBO, PR 00612**  
**PHONE: (305) 898-3507**

[admin@colonholdings.biz](mailto:admin@colonholdings.biz)

**COMPANY NAME:**  
**ADDRESS:**  
**PHONE:**  
**FAX:**  
**e-mail:**

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## **THE OBJECTIVE**

1. **The focus of this business plan is to put forth objectives to work efficiently and effectively and expand internal operations, giving the Company the opportunity to grow. Colón Holdings is ready to elevate to the next step(s). The Company is seeking grant funding in the amount of \$1,000,000. The grant funding will be used to launch its sales and marketing phase of its business, to benefit all peoples' environments and needs worldwide.**
2. **We invite investors to come in and participate to this multi-billion water industry opportunity. Our search for the million dollars can be in different ways. We encourage the investors to collaborate in a productive and serious way to accomplish our objective. Mr. Yónatan Colón is open to negotiations.**
3. **We are striving for a 2 Year increase income in order to implement all the necessary procedure to make **DÉL Yunque** <sup>TM</sup> a complete success. Advertising and Marketing will take the better part of 6 months, if done correctly, to position ourselves as a denoted brand and company.**
4. **The **DÉL Yunque** <sup>TM</sup> input on advertising.**
  - a.) **TV Production (Commercials), shot on the premises.**
  - b.) **DÉL Yunque** <sup>TM</sup> **Printing Material Ads.**
  - c.) **We will also engage the local Radio Community.**

# Executive Summary

**diosyelhombre water source, LLC** is a privately-held limited liability corporation owned by Colón Holdings, LLC. The company is owned in majority by its Founder Yónatan Colón. To incorporate the company, we had to issue 1000 membership certificates or original stocks to comprise the majority, based on specified regulations of Puerto Rico.

We at **diosyelhombre** are proud to introduce our greatest water product that with the name we express the Creator and The Source of our water brand;



**DÉL Yunque**™ will appeal to urban professionals, tourist, and the healthy water consumers. The brand suites many downtown hotel visitors/conventioners, and workers who desire a sophisticated yet casual water brand that complements a healthy diet that Alkaline Water can bring.

**DÉL Yunque**™ will be an established alkaline water brand with high standards and quality competing with the best water brands in the world. This water is prompted to be sold in touristic and entrepreneurial areas like Sunny Miami Beach, Orlando and to expand to the rest of the state of Florida, then it will be distributed to the rest of the country and will expand internationally.

**DÉL Yunque**™ will offer a full-range of healthy benefits. This High PH alkaline water can refresh, cure and stabilize the human body.

***Alkaline water is water that is less acidic than regular tap water. This means it is rich in alkalizing compounds, including calcium, silica, potassium, magnesium, and bicarbonate.***

Today, alkaline water is a great pillar for the economy worldwide.

It is our integrity to our consumer what makes us stand out. We have an outstanding water product; to expand globally and will become the #1 and healthiest bottled water in the market, since our water comes from the purest rain forest in the Caribbean; The El Yunque Rain Forest, in the tropical island of Puerto Rico.

***\*With DÉL Yunque***™ *we are the concept; we re-invent the water industry...*

## *Our Purpose*

To facilitate travelers and water drinkers with a genuine water product that stands out and gives them the satisfaction of drinking a natural healthy liquid that can cure and stabilize their bodies.

In business, you need to have a purpose. You find a purpose when you need a solution to a problem or a circumstance. When consumers go to any store they have a need to satisfy. Their need is to buy and consume. Mostly; satisfy their thirst.

A consumer should go to a store and find exactly what they are looking for. So solving a common thirst issue shouldn't be a distress. They should spend their time in a very valuable way. They should go straight to buying the best for them and the best for them we all know its WATER.

Why spent time looking for a great product to be produced. We found the best commodity there is. Water is our drive. Water is our pride. We got to produce the best water the world can produce and we want to put it in the mouths of all people worldwide.

**Our Purpose** is to create a conscience that alkaline water is the best fluid there is for consumers. And that **DÉL Yunque**™ water is their best choice.



Our slogan is powerful and real: *Water with The Power of the Earth ...*

## *Our Goal*

At **diosyelhombre** we do not believe in boundaries. We dream big and we accomplish big things.

We want to have the most competitive water product in it's range to provide the best healthy water we can provide and to satisfy healthy drinkers, sportsmen and the everyday water consumer.

We want to sell our water in all the main cities in the world where a good water source is needed. Not only where the very rich can afford quality water but where every tourist or business person can have a better water than the one they had in their last trip. We will be established in every touristic city in the planet and in all US supermarkets, gas stations, airports, grocery stores, etc.

# *Our Brand*

We understand the importance of a brand.

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

Therefore, it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem.

The objectives that a good brand will achieve include:

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concretes User Loyalty

To succeed in branding, you must understand the needs and wants of your customers and prospects. You do this by integrating your brand strategies through your company at every point of public contact.

Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot.

A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building your brand. After your entire brand is the source of a promise to your consumer. It's a foundational piece in your marketing communication and one you do not want to be without.

Branding our company is the way to go. And after a study of our product we believe that our concept is a traveler's concierge concept. The name says it all; we are water that comes from God and the source is EL Yunque. We are DÉL Yunque <sup>TM</sup>

**DÉL Yunque <sup>TM</sup> is our entity, our face, our symbol, our logo:**



## *Our Social Media & Network*

The **DÉL Yunque**™ page on Facebook, Twitter, Instagram...



We have created the **DÉL Yunque**™ **Network Team**. Through our Network we can reach millions of people using the powerful tool that is the internet, where you will be able to build relationships with other travelers and consumers worldwide. At the same time, travelers can find locations where to buy our water.

In the website you will be able to register and get more information on our alkaline water product and find about our new products, events, charity, and others.

### Contact:

Yónatan Colón - Principal

Ph: 305-898-3507

[www.delyunque.com](http://www.delyunque.com)

[admin@delyunque.com](mailto:admin@delyunque.com)

DÉL Yunque™ Social Network

[www.delyunque.com/social](http://www.delyunque.com/social)

## *Management Team*

**Yónatan Colón - CEO** is the owner and president of diosyelhombre water source, llc, creating the **DÉL Yunque**™ water brand and bringing years of experience in marketing, branding and delivery to the company.

Mr. Colón is a multi-task entrepreneur with an extent experience in business, entertainment, media, hospitality and finance. He is the founder of Colón Holdings, LLC and creator of the biggest domino festival in the world, “Festival de Domino”.

Mr. Colón has worked on commercial real estate, has brokered funding for billion dollar developments and has written various projects, creating businesses like Theiam Media, Travelers Concierge, WDGCT and other companies that form part of his Colón Holdings portfolio.

**RC Des Ruisseaux, PhD - CFO** is an Independent Economist, with Degrees in Finance and International Economics; he is an Honors Graduate from the Sawyer School of Management (SSOM-Finance) and the Beacon Institute (An economic think tank from the Archer School of Economics) at Suffolk University in Boston, MA. He is an honorary member of the International Financial Management Association (IFMA) based in Tampa FL, and is also an honorary member of Omicron Delta Epsilon (ODE: International Honor Society in Economics). He holds a Doctorate Degree in International Affairs from Rhema University, in Florida. He is the Founder and CEO of the Caribbean Broadcasting Television of America, Inc. (CBTV). He is a qualified and experienced program director, with outstanding skills in financing and economic development. Mr. Des Ruisseaux’s innovativeness and creative skills have produced marquee programs that continue to meet the needs of the West Indian-American community. Mr. Des Ruisseaux was a Tactical Combat Engineer in the United States Marine Corps. (Semper Fidelis- Always Faithful) Semper Fi.

## *Manufacturing*

**DÉL Yunque**™ Alkaline Water will be bottled by **DH Products, Inc.**, Luquillo, PR. who will fill the 16.9 oz. bottles and store them until they are needed by **diosyelhombre Water Source.**

# Product Description

## *Our Alkaline Bottled Water*

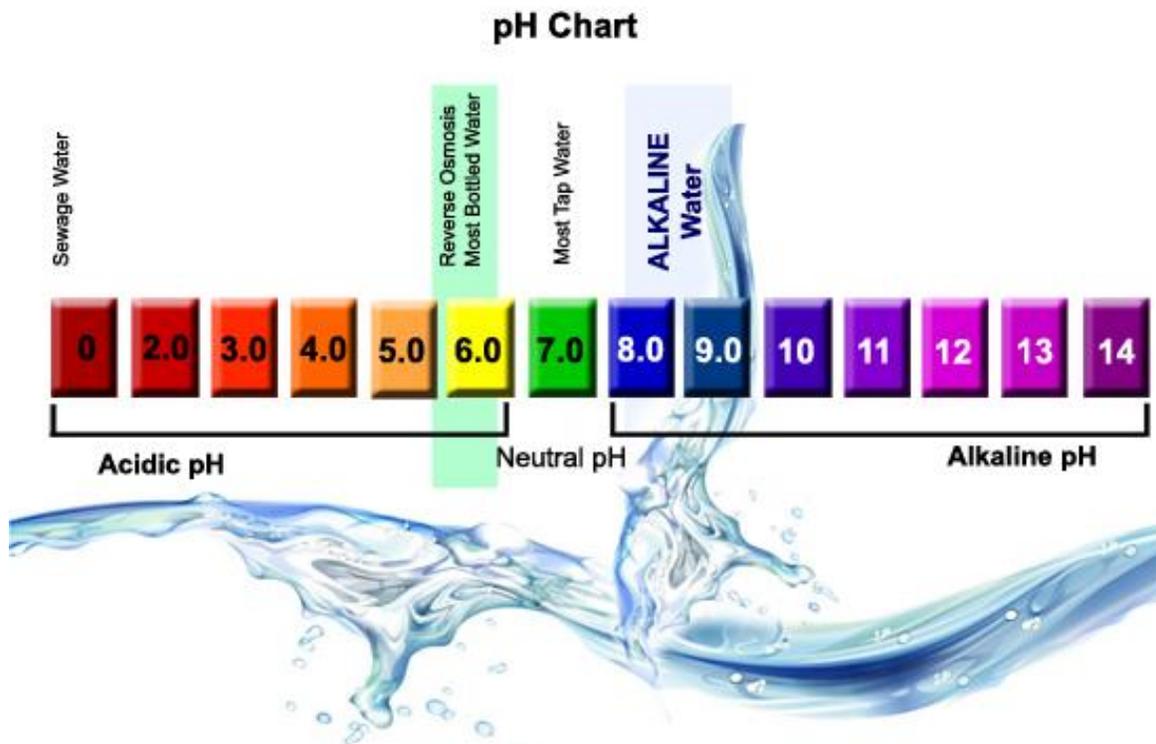


Demand for bottled drinking water has been growing rapidly since the 1980s, increasing nearly 400% in the last decade according to the Council of Bottled Water Manufacturers, as a result of declining consumer confidence in the safety and quality of municipal water supplies.

To take advantage of this expanding market for drinking water, diosyelhombre water source, llc has been established to to export alkaline water USA. After months of extensive industry and market research, the company has developed a solid business plan to enter the market for alkaline bottled water.

**SURPRISING ANALYSES HAVE REVEALED OUR 580' DEEP WELL SOURCE AS NATURAL HIGH PH ALKALINE WATER, WHICH VARIES DURING THE YEAR FROM**

**9.3 TO 9.7 PH**

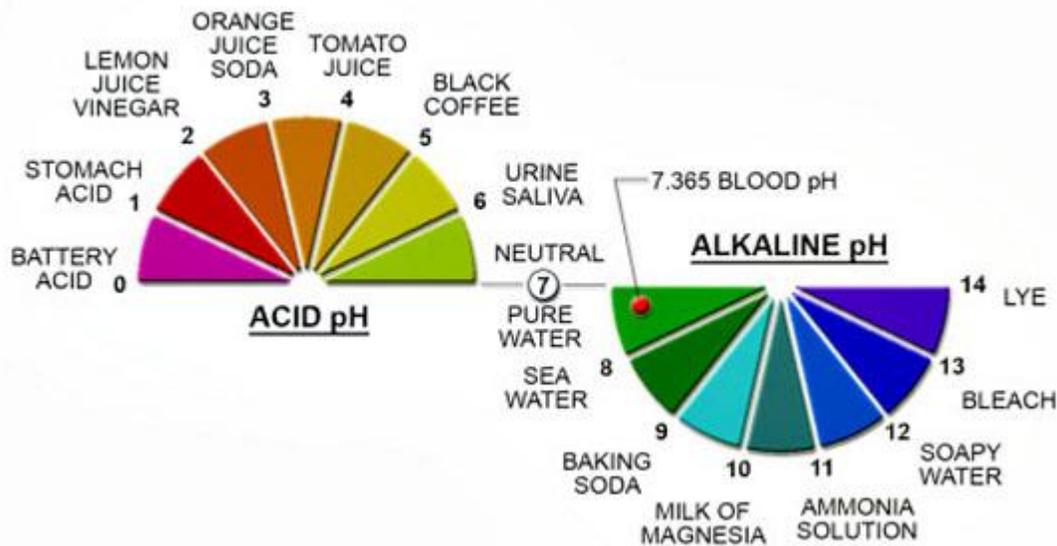


## *Benefits and Advantages*

DÉL Yunque™ alkaline water helps neutralize body acid, detoxify body tissues, slow the aging process, prevent osteoporosis, and helps reduce effects of stress, anxiety and depression.

### ALKALINE WATER HAS BEEN PROVEN TO:

- **HELP NEUTRALIZE BODY ACID**
- **HELP DETOXYFY BODY TISSUES**
- **SLOW THE AGING PROCESS**
- **HELP PREVENT OSTEOPOROSIS**
- **HELP REDUCE NEGATIVE EFFECTS OF STRESS, ANXIETY, AND DEPRESSION**



# Industry Analysis

The market for bottled drinking water has been growing rapidly since the 1980s, increasing nearly 400% in the last decade according to the Council of Bottled Water Manufacturers, as a result of declining consumer confidence in the safety and quality of municipal water supplies. This nationwide trend is evident in the USA, where diosyelhombre Water Source intends to operate.

In response, individuals and businesses are purchasing bottled drinking water for use in their homes and offices. Free of contaminants and government-monitored, bottled waters are derived from protected springs or wells or are produced by purifying and processing water from public water supplies. Consumer demand for bottled water is expected to continue to increase, as water supplies worldwide are deemed undrinkable or unhealthy.

According to a survey conducted by E-Works in 1988, more than 60% of consumers questioned about their purchase of bottled waters claimed "taste" was the primary reason for buying bottled water. Other reasons cited were safety and concerns about "too many chemicals in tap water."

## *Growth Rate*

The bottled water industry as a whole has been growing at a rate of 12-15% annually since the mid-1980s. Bottled water sales increased 17.8% from February 2014 to February 2015, indicating a market rebound from the single digit growth of the late 1980s. There is commercial distribution growing rate of 16% per year, according to the *Report on World Bottled Water*.

## *Cost*

In the U.S., the average price for a 16.9oz bottle of alkaline water is \$2.00. An informal poll of local Miami Beach distributors showed that the average price in the area was approximately \$1.69 per bottle.

After water and delivery costs of \$1.80, each bottle generates \$3.49 in profit per unit for the company.

# *Consumption*

## **BOTTLED WATER SALES AND CONSUMPTION PROJECTED TO INCREASE IN THE USA, EXPECTED TO BE THE NUMBER ONE PACKAGED DRINK BY 2016**

It seems that Americans love their bottled water. According to data recently released by **Beverage Marketing, Inc.**, the amount of bottled water sold rose 7.9 percent in 2015. That's on top of a 7 percent increase in 2014. Americans now drink astonishing amounts of bottled water: In 2015, we bought the equivalent of 1.7 *billion* half-liter bottles of water every week. That's more than five bottles of water for every man, woman, and child in the country every single week. A typical family of four is going through one of those shrink-wrapped 24-packs of bottled water each week.

Bottled water sales in 2015 rose almost three times faster than the whole market for "liquid refreshment," and bottled water rose even as sales of carbonated soda fell 1.5 percent, to the lowest level per person since 1985. The flip in consumption habits between carbonated soda and bottled water just since 2000 has been dramatic. In 2000, each American was drinking 53.7 gallons of carbonated soda a year, equal to 573 12-ounce cans a year, 11 a week. Soda consumption in 2015 was down to 38.9 gallons per person. In contrast, from 2000 to 2015, bottled water consumption more than doubled, from 16.7 gallons a person to 36.4 gallons. If bottled water sales continue to grow close to what they have the last two years, and carbonated soda sales fall just another one percent, 2016 will be the year that Americans buy more bottled water than packaged soda.

Publicity around the lead-tainted water in Flint, Michigan, in mid-December of last year wouldn't have affected overall bottled water sales last year—but might boost sales in 2016 if people around the country switch to bottled water because they are worried about their own tap water. To make up for the dramatic decline in carbonated soda sales, the big soda companies have moved into the water business. Together, Coke's Dasani water and Pepsi's Aquafina account for 11 percent of all bottled water sales in the country.

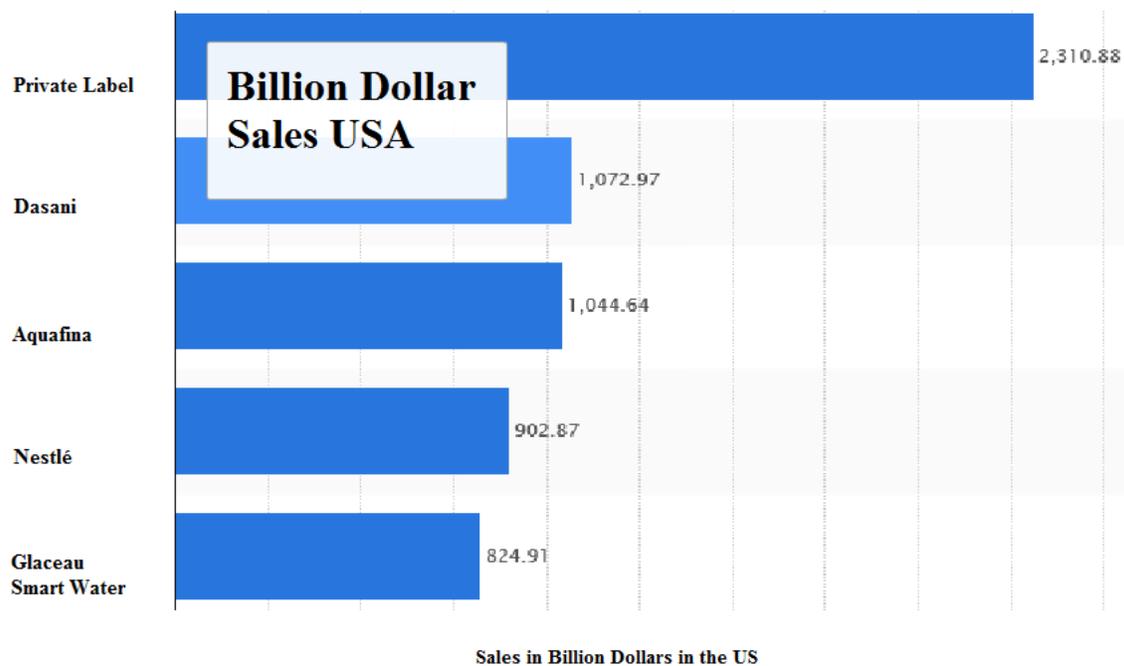
# Suppliers

The Council of Bottled Water Manufacturers reports that there are approximately 430 bottling facilities in the U.S., producing more than 700 different brand labels.

## Industry Size Chart

### Sales of the leading bottled still water brands in the United States in 2016 (in million U.S. dollars)

This graph shows the sales of the leading bottled still water brands in the United States in 2016. For the 52 weeks ending May 15, 2016, Aquafina, owned by PepsiCo, was the third ranked bottled still water brand in the United States with about 1.04 billion U.S. dollars' worth of sales.



## Competition

Fiji Water

-VS-

DÉL Yunque



Our only competition in the market is Fiji water. Fiji water comes from the Hawaiian Island, Fiji and DÉL Yunque water comes from the Caribbean Island, Puerto Rico. Both water sources are volcanic islands, but DÉL Yunque water is extracted from a rain forest and Fiji water is not.

Fiji	DÉL Yunque
pH: 7.3 - 7.7	pH: 9.3 - 9.7
Most Tap Water	Alkaline Water
No Health Benefits	Health Benefits



***A 16.9oz 6-pack of Fiji water is sold at Walmart for \$6.97***

***The Average sales for Fiji water are \$85 Million per year.***

# Bottled Water Industry Statistics

<b>Bottled Water Statistics</b>	<b>Data</b>
Average number of plastic bottles used per person annually in the U.S.	167
Annual spending on bottled water in the U.S.	\$11.8 billion
Total number of bottles sold annually	30 billion
Total number of cases of water sold in the U.S. annually	2.6 billion
Global sales revenue from bottled water	\$60 billion
<i>San Francisco's tap water comes from Yosemite National Park and is so pure the EPA does not require it to be filtered.</i>	
Average cost of one bottle of water	\$1.45
Total years it would take to have a Evan bottle refilled with San Francisco tap water before it cost \$1.45	10 years
Total cost of monthly water bills if tap water cost the same as the cheapest water bottle	\$9,000
<b>Distribution of Water Bottle Money</b>	<b>Data</b>
<i>It is estimated that at a cost of \$1.45 a water bottle</i>	
<b>Where the money goes</b>	<b>Amount</b>
Retailer	\$0.67
Transportation	\$0.47
Water Bottle Production	\$0.16
Profit	\$0.15

## Bottled Water Industry Statistics (Continued)

Bottled Water Market Share	Share
Private Label / Other	13.4 %
PepsiCo Aquafina	10.3 %
Coca-Cola Dasani	9.9 %
Glaceau Vitaminwater	9.6 %
Poland Spring	6 %
Nestle Pure Life	5.8 %
Glaceau Smartwater	5.7 %
Deer Park	3.8 %
Glaceau Vitaminwater Zero	3.2 %
Ozarka	3 %
Danone	2 %
Sparkling Mineral Water Market Share	Share
Private Label / Other	21 %
Perrier	18.1 %
San Pellegrino	15.6 %
Sparkling Ice	9.6 %
La Croix	8.9 %
Poland Spring	4.3 %
Topo Chico	4 %
Arrowhead	3.5 %
Cascade Ice	2.9 %
Crystal Geyser	1.9 %

# SALES

## ***OTHER COST***

**01/2017 TO 12/2017**

OTHER PACKAGING MATERIALS	30,000
LABORATORY	14,580
OTHERS SERVICES	10,358
EQUPMENT MAINTENANCE	50,000
BANK SERVICES CHARGE	25,000
GASOLINE & GAS	10,698
VEHICLES & FINGER MAINTENANCE	10,741
TALLS	2,500
CAR ALLOWANCE	15,000
OFFICE EXPENSES	18,000
INSURANCE	35,000
ACCOUNTANT SERVICES	10,000
OFFICES TELEPHONES & MOVIL	16,000
UTILITYS	93,000
CRIM	20,000
MUNICIPAL PATENTE	-
<b><i>OTHER COST TOTAL</i></b>	<b>360,877</b>

## LIST OF EMPLOYMENT POSITIONS

JOB POSITIONS		YEAR SALARY	27% BENEFITS COST	YEAR SALARY WITH BENEFITS COST
GENERAL MANAGER		48,000	12,960	60,960
MECHANIC SUPERVISOR		31,200	8,424	39,624
PLAN MANAGER		22,880	6,178	29,058
QC MANAGER		18,720	5,054	23,774
FILLING MACHINE MECHANIC	1	16,640	4,493	21,133
WAREHOUSE SUP.		16,640	4,493	21,133
LIFT TRUCK DRIVER		15,600	4,212	19,812
MATERIAL HANDLING		15,080	4,072	19,152

<b>TOTAL</b>		<b>184,760</b>	<b>49,885</b>	<b>234,645</b>
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FILLING MACHINE OPERATOR	3	45,240	12,215	57,455
LABOR	1	15,080	4,072	19,152
<b>DIRECT LABOR COST.</b>		<b>60,320</b>	<b>16,286</b>	<b>76,606</b>

BLOWMOLDING MECHANIC	1	16,640	4,493	21,133
BLOWMOLDING MACHINE OPERATOR	2	30,160	8,143	38,303

<b>BLOW MOLDING LABOR COST</b>		<b>46,800</b>	<b>12,636</b>	<b>59,436</b>
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***COST WITH MATERIAL PACKAGING AND DIRECT LABOR***

	<b>24 PK BOTTLE SQUARED</b>	<b>DIRECT LABOR COST 24 PACK 16.9 OZ</b>
	<b>COST \$</b>	
BOTTLE	1.2000	BOT. 16.9 112
CAPS	0.1320	60 MIN. 60
LABEL	0.1188	TOT.BOT 6,720
PLASTIC FILM (OZ.)	0.1265	cj. x hr. 224.00
PALLET LINERS	0.0295	# Emp 4
PALLET	0.0382	Rate X Hr. 7.25
<b>TOTAL R/MATERIAL COST</b>	<b>1.6067</b>	29.00
TRANSPORTATION	<b>1.3304</b>	FINGER -
FILLING COST	<b>0.1644</b>	MECANIC -
CASE COST	<b>3.1016</b>	29.00
		BENEFITS 27% 36.83
		<b>Labor Cost 0.1644</b>

Total cost per case allocated in the USA:  
**\$3.266**

Estimated Sale Price: \$11.99

## Projections Year 1 (200 to 300 to 500 stores increase rate per month)

	January 2017	February 2017	March 2017	April 2017	May 2017	June 2017
Stores	200	400	600	800	1,000	1,300
Monthly Activation Fee	25,000	25,000	25,000	25,000	25,000	37,500
Monthly Retainer	10,000	10,000	10,000	10,000	10,000	10,000
Monthly Recurring	35,000	35,000	35,000	35,000	35,000	47,500
Cases Per Store	10	15	15	15	20	20
Cases Sold	2,000	6,000	9,000	12,000	20,000	26,000
Initial Sale Price (First 4 Months)	<b>9.99</b>					
18% Distribution Fee	1.7982					
Shipping Cost Per Case	1.3304					
Production Cost	1.9356					
Net Price	<b>4.9258</b>	4.9258	4.9258	4.9258	6.5658	6.5658
Monthly Sales Revenue	9,851.60	29,554.80	44,332.20	59,109.60	131,316.00	170,710.80
Net Revenue	<b>25,148.40</b>	<b>5,445.20</b>	9,332.20	24,109.60	96,316.00	123,210.80

	July 2017	August 2017	September 2017	October 2017	November 2017	December 2017
Stores	1,600	1,900	2,200	2,500	3,000	3,500
Monthly Activation Fee	37,500	37,500	37,500	37,500	62,500	62,500
Monthly Retainer	10,000	10,000	10,000	10,000	10,000	10,000
Monthly Recurring	47,500	47,500	47,500	47,500	72,500	72,500
Cases Per Store	20	20	25	25	25	25
Cases Sold	32,000	38,000	55,000	62,500	75,000	87,500
Price Increase (After 4 Months)	<b>11.99</b>					
18% Distribution Fee	2.1582					
Shipping Cost Per Case	1.3304					
Production Cost	1.9356					
Net Price	<b>6.5658</b>	6.5658	6.5658	6.5658	6.5658	6.5658
Monthly Sales Revenue	210,105.60	249,500.40	361,119.00	410,362.50	492,435.00	574,507.50
Net Revenue	162,605.60	202,000.40	313,619.00	362,862.50	419,935.00	502,007.50

**Annual Sales Revenue:  
\$2,742,905**

**Annual Net Revenue:  
\$2,185,405**

## Projections Year 2 (500 stores increase rate for 3 months)

	January 2018	February 2018	March 2018	April 2018	May 2018	June 2018
Stores	4000	4500	5000	5000	5000	5000
Monthly Activation Fee	62,500	62,500	62,500			
Monthly Retainer	10,000	10,000	10,000	10,000	10,000	10,000
Monthly Recurring	72,500	72,500	72,500	10,000	10,000	10,000
Cases Per Store	25	25	25	25	25	25
Cases Sold	100,000	112,500	125,000	125,000	125,000	125,000
Sale Price	<b>11.99</b>					
18% Distribution Fee	2.1582					
Shipping Cost Per Case	1.3304					
Production Cost	1.9356					
Net Price	6.5658	6.5658	6.5658	6.5658	6.5658	6.5658
Monthly Sales Revenue	656,580.00	738,652.50	820,725.00	820,725.00	820,725.00	820,725.00
Net Revenue	584,080.00	666,152.50	748,225.00	810,725.00	810,725.00	810,725.00

	July 2018	August 2018	September 2018	October 2018	November 2018	December 2018
Stores	5000	5000	5000	5000	5000	5000
Monthly Activation Fee						
Monthly Retainer	10,000	10,000	10,000	10,000	10,000	10,000
Monthly Recurring	10,000	10,000	10,000	10,000	10,000	10,000
Cases Per Store	20	20	25	25	25	25
Cases Sold	125,000	125,000	125,000	125,000	125,000	125,000
Sale Price	<b>11.99</b>					
18% Distribution Fee	2.1582					
Shipping Cost Per Case	1.3304					
Production Cost	1.93.56					
Net Price	6.5658	6.5658	6.5658	6.5658	6.5658	6.5658
Monthly Sales Revenue	820,725.00	820,725.00	820,725.00	820,725.00	820,725.00	820,725.00
Net Revenue	810,725.00	810,725.00	810,725.00	810,725.00	810,725.00	810,725.00

**Annual Sales Revenue:  
\$9,602,482.50**

**Annual Net Revenue:  
\$9,294,982.50**

# Exit Strategy

Colón Holdings understands that the investor's goal is to liquefy the investment at a substantial profit when the company's value has been maximized through astute management and careful supervision. We are currently considering two exit strategies which could take place within five to seven years.

The first is an Initial Public Offering (IPO) of stock once our products are widely known and sales are high. Founders and outside investors would see a high stock split, together retaining 65% of the company's ownership. This strategy has the advantage of retaining existing management and product development teams, to continue producing new related products and generating dividends for the original investor(s) and founders. It has the disadvantage of making our company's financial reports available to competitors, and of putting equity valuation at the whim of the stock market, rather than based on solid assets or sales-based calculations.

The second strategy we are considering, based on the state of the stock market and our sales performance over the next five years, is a buyout by another company. Colón Holdings' exit strategy sale of the company within five to seven years, where the investor's preferred participating stock would be entitled to a double dip provision, is based on the sole premise that this purchasing company is involved in building water products. Since our products are easily integrated into their existing lines, and the market would support this integration, this is a solid option. We believe that DÉL Yunque could be sold for 7 to 10 times today's value in year 5, based on comparable deals in the water industry. Disadvantages to this approach are the necessity to focus largely on making our company attractive to a single market segment, with the final sale in mind.

No one attempts a business anticipating failure, however sometimes ventures do not fulfill their promise. We at Colón Holdings are committed to our concept and its viability. In the event that our venture cannot achieve profitability and retire the encumbrances; we will first attempt to sell the operation and use the proceeds to clear all outstanding balances. If we are unable to sell the operation for sufficient proceeds we will be forced to default whereby the loan or initial investment will be in senior standing. Any further outstanding balances will be borne by the investors on a weighted percentage basis of the total amounts due in bankruptcy proceedings.

# CONTACT INFORMATION:



Yónatan Colón – Principal  
phone: 305-898-3507  
email: [y.colon@colonholdings.biz](mailto:y.colon@colonholdings.biz)