



Beau Garrett <hello@flybravogolf.com>

## Funding Collateral

3 messages

Beau Garrett <hello@flybravogolf.com>  
To: michael@servefunding.com

Wed, May 17, 2023 at 1:23 PM

Ok everything except my YTD P&L/Balance Sheet, is in the linked folder below. I'll send the P&L later today or tomorrow.

In terms of the other figures you requested, they are listed in the deck I sent over, but I've also got them below for quick reference.

Also I wanted to disclose that I have a shopify line of credit ~\$1900 that I've used to help pay for advertising. They take a small percentage of sales to repay the balance. Second, for the first order deposit, Dad offered to front the fee at no interest for 18 months. I owe him about \$250 a month to service the note (~\$21k), which I plan to payoff once I sell through my first round of watches.

Key Metrics:  
Unit Cost: \$200  
Retail Price of Watch: \$595  
Total Orders to date: 61

Customer Acquisition Cost: \$125  
Return on Ad Spend (ROAS): 4.4  
Breakeven ROAS: 1.85

Bravo Golf Funding Collateral: [https://drive.google.com/drive/folders/15kwdq3mhQTLsYKi3ZOzRcMSARkeyhN1?usp=share\\_link](https://drive.google.com/drive/folders/15kwdq3mhQTLsYKi3ZOzRcMSARkeyhN1?usp=share_link)

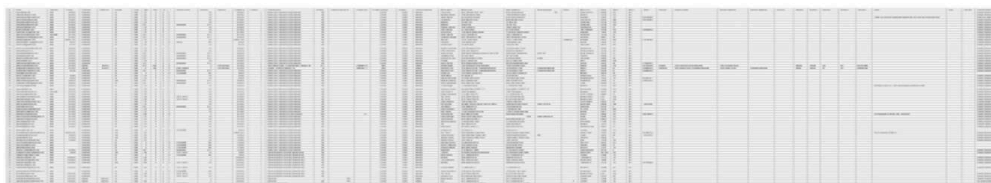
Happy to send anything else over that you need.

Michael Kodinsky <michael@servefunding.com>  
To: Beau Garrett <hello@flybravogolf.com>

Thu, May 18, 2023 at 9:17 AM

Thank you Beau.

A request – is there any other way to extract / download the "orders" docs you uploaded ? in its current format, when I go to download it what I get is this:



Here to serve,

**Michael Kodinsky**

Founder|CEO



**servefunding**

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

(770) 820-7409

[Calendly link](#) for a call or zoom.

From: Beau Garrett <hello@flybravogolf.com>

**Date:** Wednesday, May 17, 2023 at 2:24 PM  
**To:** Michael Kodinsky <michael@servefunding.com>  
**Subject:** Funding Collateral

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**Michael Kodinsky** <michael@servefunding.com>  
To: Beau Garrett <hello@flybravogolf.com>

Thu, May 18, 2023 at 9:56 AM

From our call, please provide me the following, at your convenience:

- One page exec summary of the business including a narrative around the survey you conducted and how that confirmed the strong market interest for your product
- Link(s) to survey results
- Links to influencers' pages who will be promoting the product and ideally a one or two line reference about each and their level of commitment to promoting it
- Invite to the call on Monday with crowdfunding platform

Thanks!

Here to serve,

**Michael Kodinsky**

Founder | CEO



(770) 820-7409

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