



## Summary

ISAK is a contemporary furniture company targeting mass distribution globally through a network of company and partner owned stores. The company seeks to raise 2 million USD in funding for rapid expansion. Since its founding in 2006, ISAK has established 9 stores and shop in shops “studios” in 5 countries. ISAK is planning on having 32 distribution points in 2008, and 63 distribution points in 25 countries by year end 2009.

ISAK’s mission is to be the leading global boutique brand specializing in modern design home furnishings. Offering contemporary Scandinavian design with Oriental influences, the ISAK furniture collection addresses a gap in the competitive landscape: Trendy and high-quality furnishing at affordable prices. Controlling the value-chain from its China based production along with international sourcing of designers, materials and fabrics, to its network of ISAK branded distribution points ISAK is able to offer its products at affordable prices, while maintaining high margins (above 50 %) for its retailers.

Over the last year ISAK has formed a robust and scalable platform for rapid growth, including developing ISAK branded furniture and accessories, retained European based designers, established China based sourcing and QA systems, opened ISAK branded stores in Norway, Holland, Sweden, Greece, and South Africa and developed a pipeline of store and studio opportunities in neighboring countries. ISAK brand stores are a proven success becoming cash flow positive after an average of 9 months. ISAK will also open 2 new distribution channels to the market; distribution of the designer series “Signature by ISAK” to both resellers of design furniture and the contract market.

## Funding

The company is seeking to raise USD 2 million at a \$10 million USD pre money valuation. Use of proceeds include aggressive international store expansion based on the existing highly scalable production and sourcing unit in China; hiring European based staff and supporting marketing activities to build the brand; generating greater revenues in existing stores. Funds will also be used to expand warehousing of ISAK goods near retail points in order to compete more effectively through 1-2 day delivery cycles.

	2008	2009	2010
<i> Holding Revenue</i>	2,870,000	7,704,500	13,802,000
<i> COGS</i>	2,009,000	5,239,060	8,971,300
<i> Gross Profit</i>	861,000	2,465,440	4,830,700
<i> BD</i>	995,760	1,400,000	1,450,000
<i> G&amp;A</i>	350,000	480,000	550,000
<i> Warehouse</i>	225,000	450,000	550,000
<i> Total</i>	1,570,760	2,330,000	2,550,000
<i> Net Profit</i>	(709,760)	135,440	2,280,700

### Contact Information

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