



HawalaCom.net — Investor Packet

Infrastructure, operating plan, use of funds, and 3-year pro forma (conservative).

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1. Concept (Non-crypto, trust-first)

HawalaCom is a private membership network designed to digitize high-trust relationships. The platform emphasizes invitation, identity verification, discretion, and community governance. No cryptocurrency, tokens, or blockchain dependencies.

2. Platform components

- Landing site + investor information
- Member onboarding & verification
- Member directory + trusted introductions
- Events, groups, and community announcements
- Admin controls: approvals, moderation, reporting, audit logs

3. Infrastructure (production-grade, modest spend)

Component	Typical Range
Two Linux servers (production + failover)	\$360–\$720 / year
Premium DNS + WAF/DDoS (Cloudflare or equivalent)	\$300–\$1,200 / year
Managed database (PostgreSQL)	\$900–\$1,800 / year
Monitoring, logging, backups	\$0–\$1,200 / year

4. Use of Funds (Seed)

Use of Funds	Amount
Product & engineering build (MVP → member portal)	\$180,000
Security hardening + audits + compliance counsel	\$60,000
Community operations + support (first 12 months)	\$90,000
Cloud infrastructure, monitoring, backups (12 months)	\$30,000
Legal, accounting, formation, insurance	\$40,000
Investor/partner outreach & member onboarding events	\$35,000
Contingency reserve	\$65,000
Total	\$500,000

5. 3-Year Pro Forma (Conservative)

	Year 1	Year 2	Year 3
Members (end of year)	250	900	2,500
Avg active members	125	575	1,700
Revenue — dues	\$187,500	\$862,500	\$2,550,000
Revenue — initiation	\$125,000	\$325,000	\$800,000
Total revenue	\$312,500	\$1,187,500	\$3,350,000
Platform & security (cloud, DB, tooling)	\$30,000	\$45,000	\$65,000
Payment processing (~3%)	\$9,375	\$35,625	\$100,500
Support & community ops	\$60,000	\$120,000	\$210,000
Sales & marketing (events, outreach)	\$25,000	\$50,000	\$90,000
G&A (legal, accounting, insurance)	\$35,000	\$70,000	\$110,000
Product & engineering	\$120,000	\$160,000	\$210,000
Total operating expense	\$279,375	\$480,625	\$785,500
EBITDA (pre-tax, before owner comp)	\$33,125	\$706,875	\$2,564,500

Assumptions (editable):

- Private, invitation-only membership club (no crypto, no blockchain).
- Blended average dues: \$1,500 per member per year.
- Initiation fee: \$500 once at join.
- Controlled growth (end of year): 250 → 900 → 2,500.
- Processing modeled at ~3% of revenue.

6. Milestones & Timeline (Investor-facing)

Phase	Deliverables
0–30 days	Finalize brand + investor website, requirements, vendor selection, security baseline.
30–90 days	Build MVP: onboarding, verification, member profiles, directory, admin approvals.
90–180 days	Launch private beta, onboard founding members, events module, reporting dashboards.
6–12 months	Scale: groups, introductions workflow, optional secure messaging, audits, refined governance.

7. What investors typically want (and how HawalaCom addresses it)

- **Clear business model:** recurring dues + initiation fees; controlled growth.
- **Security posture:** WAF/DDoS, hardened servers, MFA, audit logs, backups.
- **Governance:** invitation workflow, verification, moderation and compliance controls.
- **Scalability:** low infrastructure cost; staffing scales with membership.
- **Risk management:** no crypto exposure; privacy-first; counsel/audit budgeted.

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