

# **VOIDCRAFT** *SIMULATION!*



***VISUALISE***

+



***OPTIMISE***

Assessment Task 05: Future Practice  
\_BUSINESS PLAN REPORT

# CONTENTS

SUMMARY	_04	_LAWS TO BE COMPLIED	_15
MISSION STATEMENT	_05	KEY PEOPLE	_16
THE BUSINESS	_06	MARKET RESEARCH	_18
_WHAT?	_06	_MARKET IDENTIFICATION	_18
_WHY?	_06	_THE PROBLEM	_18
_TARGET MARKET?	_06	_OUR SOLUTION	_18
_USP?	_07	_OUR TARGET MARKET	_18
BUSINESS GOAL?	_07	UNIQUE SERVICE OFFERING (USP)	_19
_HISTORY?	_07	TRADITIONAL DESIGN PROCESS VS VOIDCRAFT	_20
_VISION?	_07	COMPETITOR IDENTIFICATION	_21
_MISSION?	_07	MARKETING PLAN	_22
OPERATIONS	_08	_MARKETING OBJECTIVES	_22
_PRODUCTS + SERVICES	_08	_PRICING STRATEGY	_22
_PRODUCTION	_09	ADVERTISING AND PROMOTION	_23
_DIGITAL TECHNOLOGY	_09	SWOT ANALYSIS	_24
_INFORMATION MANAGEMENT	_09	GOALS AND ACTIONS	_26
VOIDCRAFT SERVICE OUTPUT EXAMPLE	_10	THE FINANCES	_28
INNOVATION	_11	_START-UP ANALYSIS	_28
_DESIGN INNOVATION	_11	_OPERATING ANALYSIS (YEAR 1)	_30
_BUSINESS MODEL INNOVATION	_11	_PRICING MODEL	_32
ASSETS	_12	_PROJECT SIZE RELATIONSHIP	_34
_PREMISES	_12	_PRICING RATIONALE	_35
_EQUIPMENT	_12	_CAN VOIDCRAFT CHARGE MORE?	_35
DESIGN SERVICES	_13	_TYPICAL PROJECT TIMELINE	_36
RISK ANALYSIS	_14	_BALANCE FORECAST	_38
RISK MANAGEMENT	_15	_PROFIT AND LOSS FORECAST	_38
_INSURANCE	_15	_CASH FLOW FORECAST	_39
_SUCCESSION PLAN	_15	APPENDIX	_40

## *MISSION STATEMENT*

VoidCraft is a Melbourne-based architectural consultancy dedicated to transforming how cities are planned, designed, and evaluated through next-generation digital twin technology. Our service bridges the gap between traditional architectural design and data-driven urban simulation by offering an immersive, interactive, and analytical platform that enables clients to test design ideas, visualize urban impacts, and engage stakeholders—before a single brick is laid.

Empower architects, planners, and developers with tools to make smarter, faster, and more sustainable decisions by contextualising their designs in a living digital model of the city.

Democratize access to advanced simulation and urban analytics, bridging the technical gap through an intuitive service model that removes the barrier of technical expertise.

Foster informed stakeholder engagement by turning technical data into immersive, visual storytelling—bringing the public and policymakers into the design process through VR and interactive dashboards.

Champion innovation in the built environment by integrating emerging technologies into a cohesive design consultancy service.

# VOIDCRAFT *THE BUSINESS*

## UNIQUE SELLING POINT?

VoidCraft's service is unique in that it combines a fully realized urban digital twin of Greater Melbourne with tailored project-specific modeling, delivering insights that neither a generic city simulation nor a standalone engineering study could achieve on their own.

We construct and maintain a high-fidelity, data-rich 3D model of Greater Melbourne, which serves as a dynamic platform that is able to intergrate client designs and run simulations—covering traffic flow, wind, sun/shadow, environmental comfort, zoning impacts, and more. The result is a real-time, holistic understanding of how a proposal interacts with its surrounding urban ecosystem.

## WHY?

To empower built environment professionals with real-time insight and scenario modelling through immersive, accurate digital twins. We aim to shift urban development from reactive to proactive.

## TARGET MARKET?

Our clients include city councils, developers, architects, and universities.

## BUSINESS GOAL?

Goals to achieve in the next year include delivering 3 paid pilot projects, secure a recurring council client, and launch the first version of our VR platform that we will utilise.

Within 5 years, the goal is to be the leading digital twin consultancy in Australia and secure major projects with government and developers, and expanding to other smart cities.

## HISTORY?

Architecture graduates founding the business based on their studies utilising virtual and mixed reality technologies alongside real-time modelling of the small, middle, and large scale projects in the city of Melbourne.

## VISION?

To become the leading digital twin consultancy in Australia, transforming how cities are visualised, designed, and experienced. We aim to enable data-rich, collaborative planning where every new design is tested in a live city model.

## MISSION?

We create interactive digital twins of cities to help stakeholders simulate, assess, and communicate the future.

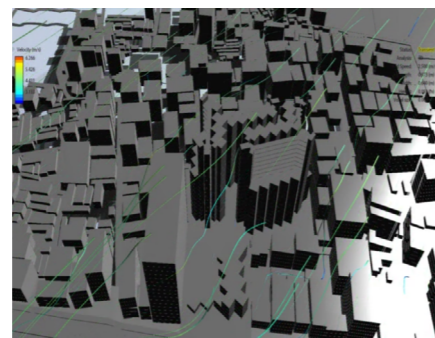
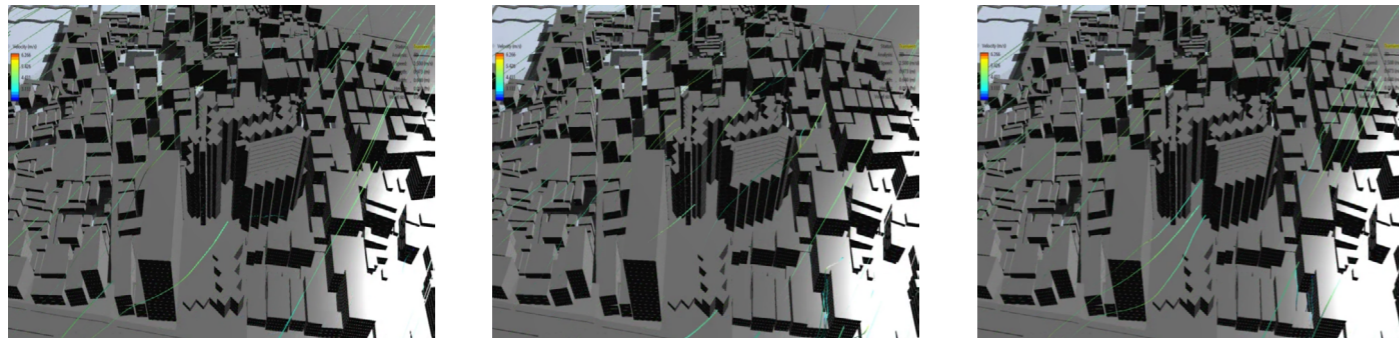
We aim to empower architects, planners and developers with the tools at their disposal for smarter, faster, and sustainable design decisions, as well as democratise access to advanced simulation and urban analytics, removing the barrier of technical expertise through an intuitive service.

We intend to foster stakeholder engagement by turning technical data into immersive, visual storytelling—bringing the public and policymakers into the design process through VR and interactive dashboards.

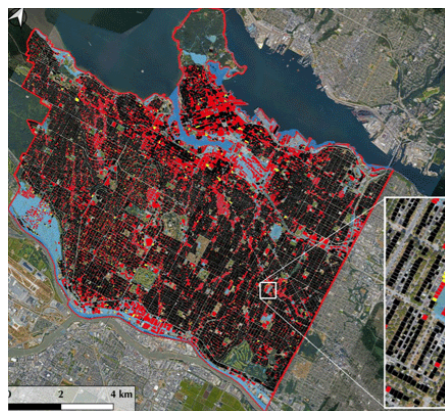
## OPERATIONS

<u>PRODUCTS/ SERVICES</u>	<u>UNIT PRICE (incl. GST)</u>	<u>DESCRIPTION</u>	<u>PRODUCTION</u>	<u>DIGITAL TECHNOLOGY</u>
BIM-to-Digital Twin Conversion	\$50,000/project	transforming CAD/BIM models into interactive, geolocated digital twin environments embedded in real-time Melbourne context.	We use a suite of software including Revit, Rhino, ArcGIS CityEngine, SimScale, NVIDIA Omniverse, and Unreal Engine. Data is sourced from clients, open datasets, and city agencies. Workstations, cloud rendering, and VR rigs support in-house processing.	Omniverse CityEngine Simscale  VR/AR dashboards  Xero for accounting HubSpot CRM
Environmental and Urban Simulation	\$30,000/project	wind, thermal comfort, solar access (via CityEngine etc.), pedestrian and traffic flows (via FlexSim etc.), flood and climate resilience.		
VR/AR Stakeholder Interface and Custom Dashboard	\$40,000/project	interactive 3D dashboards and VR walkthroughs for councils and community feedback + stakeholder participation simulations.		
Advisory Reports and Performance Metrics	\$30,000/project	KP1 visualisation for design performance. KOI forecasting, sustainability metrics, and impact modelling.		
				<u>INFORMATION MANAGEMENT</u>
				Client data is stored in encrypted cloud repositories (AWS). All models are versioned using Git-LFS and backed up weekly.

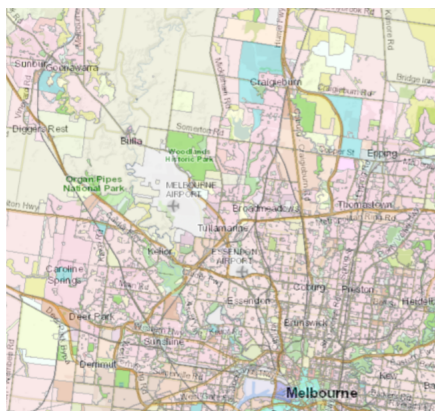
# VOIDCRAFT SERVICE OUTPUT EXAMPLE



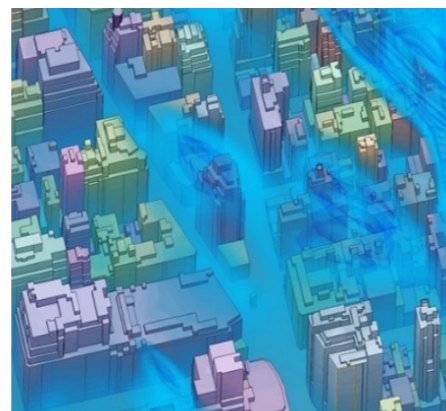
Wind Simulation



Climate & Flood Risk Simulation



Urban Zoning & Planning Scenarios



Real-Time Design Feedback for Architects

## INNOVATION

### DESIGN INNOVATION

#### *FULL-CITY DIGITAL TWIN BASELINE*

VoidCraft begins with a living, cloud-hosted model of Melbourne

#### *INTEGRATED WORKFLOW SUITE*

VoidCraft fuses 3D models, live simulations, and dashboards into one cohesive environment.

#### *STAKEHOLDER-CENTERED DESIGN*

Our interfaces enable real-time exploration by clients, policymakers, and citizens.

### BUSINESS MODEL INNOVATION

#### *PROJECT-BASED SERVICE*

We offer agile, targeted simulations as a service.

#### *SCALABLE ARCHITECTURE*

We offer faster turnaround and lower marginal costs than those building one-off twins.

#### *MODULAR PRICING*

Services are tailored per client goal, allowing price flexibility and wide market reach.

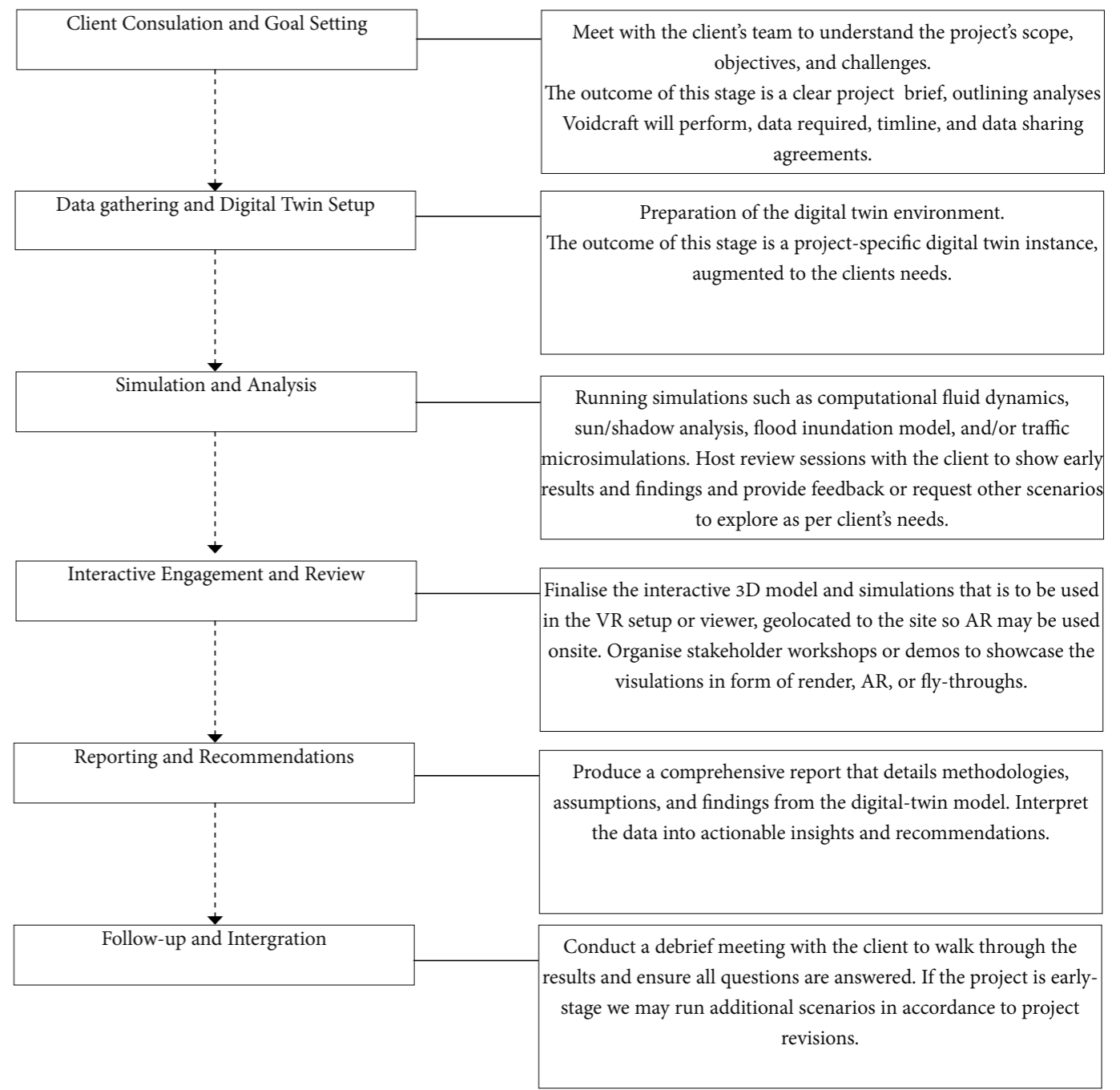
**\_WORKFLOW**  
 VoidCraft workflow ensures clarity for the client, efficient execution, and high-quality deliverables.

## ASSETS

**\_PREMISE**  
 Rented office space in Melbourne CBD

<b>_EQUIPMENT</b>	<b>_COSTS (\$)</b>
High-performance workstations	\$36,000
VR/AR headsets	\$7,500
Office fit-out and equipment	\$20,000

## DESIGN SERVICES



## RISK ANALYSIS

### RISK ANALYSIS

Risk No#	Risk Description	Likelihood	Impact	Rating	Mitigation Strategy/Response
1	Integration failures between software platforms (e.g. Omniverse, SimScale)	2	4	6 - Medium	Build interoperable workflows using open standards (IFC, API plugins); internal testing
2	Resistance from councils unfamiliar with DT technology	2	2	4 - Low	Provide demos, pilot projects, and align with Digital Twin Victoria (DTV) standards
3	High upfront capital (\$170K) and slow pipeline in Year 1	3	4	7 - Medium	Secure grants, university partnerships, and offer phased deliverables
4	Skilled staff in simulation/VR are in high demand	3	4	7 - Medium	Offer equity incentives, hybrid work model, and invest in R&D opportunities
5	Larger firms (e.g. Arup) entering local markets	3	4	7 - Medium	Emphasize agility, cost-efficiency, and community interface advantages
6	Clients may be cautious sharing sensitive project data	4	3	7 - Medium	Sign NDAs, provide secure hosting, and adopt robust data governance frameworks
7	Clients may delay BIM delivery or approvals	4	2	6 - Medium	Use buffer periods in scheduling, phased contracting, and partial milestone billing

Overall Level/Rating				
0 - 1 = Very Low	2 - 4 = Low	5 - 8 = Medium	9 - 14 = High	15 - 25 = Very High

RISK REGISTER AND MATRIX IN APPENDIX

## RISK MANAGEMENT

### INSURANCE

Professional indemnity

Public liability insurance

Assets (fire & property)

Other

### DETAILS

Covers legal costs and damages for claims arising from errors or omissions in consultancy, simulations, or digital models delivered by VoidCraft.

Protects against third-party injury or property damage during VR/AR demonstrations, client workshops, or site visits.

Provides coverage for physical workstations, VR rigs, and office equipment used for simulation and digital production at VoidCraft's rented premises.

Cybersecurity Insurance – Insures against breaches involving sensitive planning data, client digital twin models, or cloud systems.

### SUCCESSION PLAN

If a founder exits, the firm will transition into an open consortium of trusted freelancers and collaborators. IP retained and equity redistributed.

### LAWS TO BE COMPLIED

Consumer laws, Data Security standards (ISO 27001), and Fair Work Legislation.

## KEY PEOPLE



SHAHRIYAR AHMAD

CO-FOUNDER/PRINCIPAL CONSULTANT

M.Arch RMIT, digital twin expertise, ex-ADS & Indigenous Architects



NICOLE MARKIS

CO-FOUNDER (Project Development and Stakeholder Management)

M.Arch RMIT, A.Dip Building Design (RMIT)

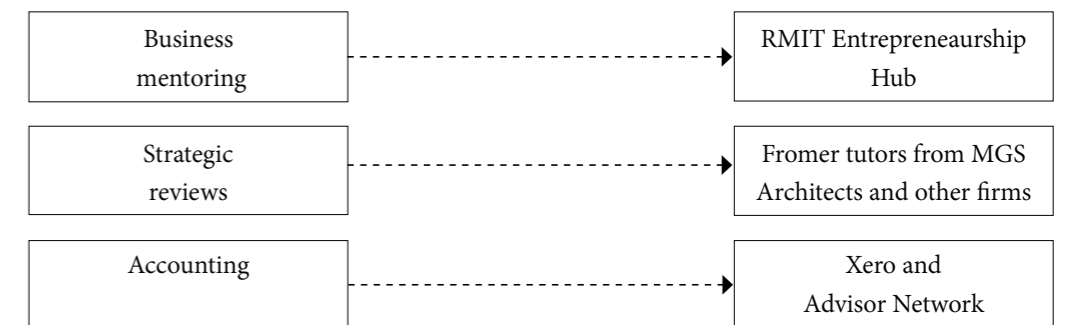


GHARAZA KALEEM

CO-FOUNDER (Urban Strategy and Visual Communications)

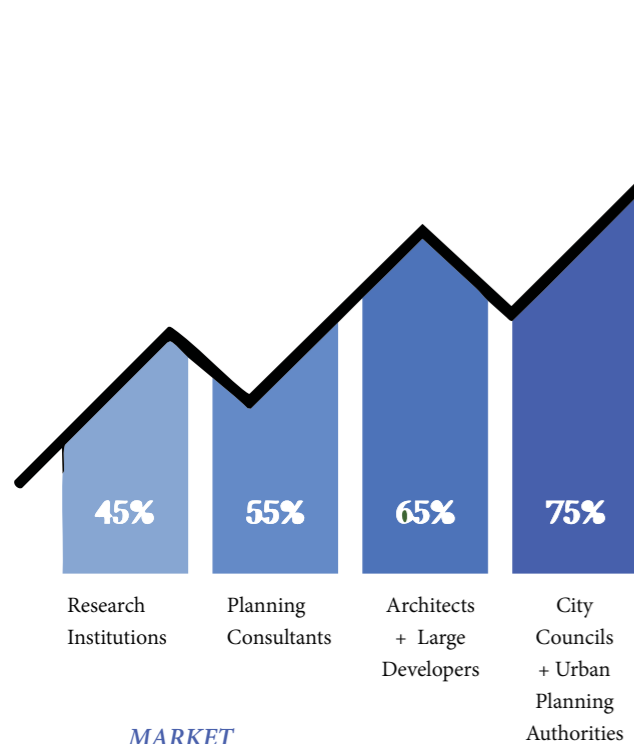
M.Arch RMIT

### SOURCES OF ADVICE AND SUPPORT



### SKILLS AND STAFF RETENTION STRATEGIES

We aim to grow through project-based freelance teams and incentivised contracts. Long-term collaborators may receive equity options.



**MARKET IDENTIFICATION**

VoidCraft targets a growing segment within the urban design, architecture, planning, and infrastructure sectors that increasingly rely on data-driven decision-making and interactive design tools.

**THE PROBLEM**

Urban planning tools are fragmented, static, and often disconnected from lived experience. Stakeholder engagement remains abstract and non-immersive.

**OUR SOLUTION**

VoidCraft integrates BIM, GIS, and real-time simulation in a single immersive platform, allowing all stakeholders to see, feel, and test the future of the built environment.

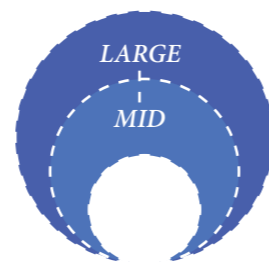
**MARKET RESEARCH**

The market for digital twins in architecture and urban planning is rapidly growing. Governments worldwide are funding smart city platforms (e.g. Singapore’s Virtual Singapore, Australia’s \$37.4M Digital Twin Victoria), signaling strong demand for our services. Industry publications note that regulators are beginning to expect digital twin strategies in major projects. Despite this momentum, uptake in traditional practice remains limited, leaving a gap for VoidCraft. Melbourne is an ideal launch market – it has open data initiatives and progressive planning agencies (e.g. City of Melbourne) interested in innovation. We expect initial clients to be those already engaged in Smart City programs or forward-thinking projects. Globally, urban population growth and climate challenges are driving cities to adopt advanced modeling, so international opportunities appear in later stages. Overall, market research indicates a high-growth opportunity for a consultancy that can make digital twin technology practical and cost-effective for urban projects.

**OUR TARGET MARKET**

Architects  
Councils  
Developers  
Planning consultants  
Research institutions in Greater Melbourne.

Focused on mid-to-large scale public and mixed-use developments.



**PROJECT SCALE**

**UNIQUE SERVICE OFFERING (USP)**

VoidCraft’s service is unique in that it combines a fully realized urban digital twin of Greater Melbourne with tailored project-specific modeling, delivering insights that neither a generic city simulation nor a standalone engineering study could achieve on their own. This fusion of macro and micro scales is our key differentiator. We maintain an up-to-date, data-rich 3D model of the city as a foundational layer. Upon this base, we overlay models for each client’s project: detailed architectural designs, proposed master plans, or policy scenarios.

Clients receive actionable results without having to develop or maintain the technology themselves. Unlike competitors offering static 3D models or single-purpose studies, VoidCraft delivers a comprehensive toolkit of simulations under one roof – environmental, spatial, and human factors – all integrated in the same virtual environment.

Another is immersive stakeholder engagement. VoidCraft doesn’t just hand over technical reports; we create interactive experiences. For example, using game-engine quality graphics and VR/AR technology, we enable clients and community members to step inside the proposed design virtually.

The result is an integrated simulation where one can see how a new development’s design affects wind patterns at street level and how it interacts with the city’s existing wind environment across several blocks. Every project is analyzed in context, under real city conditions.

Stakeholders can trust that what they are seeing is not fanciful animation but an evidence-based scenario of the future.

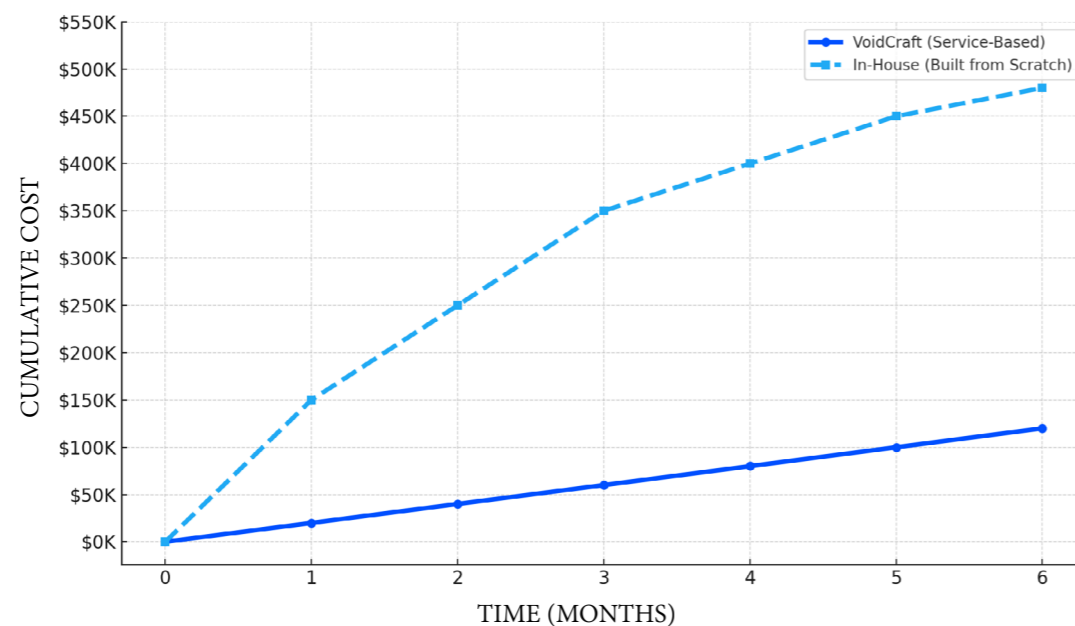
VoidCraft differentiates itself through a commitment to innovation and partnership. We continuously integrate the latest tech advancements into our services – from AI-driven generative design to real-time sensor integration – ensuring clients benefit from state-of-the-art tools. Our planned partnerships (detailed later) with leading AI labs, universities, and engineering firms mean that our service is constantly evolving at the cutting edge. In sum, VoidCraft’s unique offering lies in delivering comprehensive, context-aware project simulations as a service, paired with high-impact visualization, thereby enabling smarter decisions and smoother project approvals. We turn the concept of a digital twin into a tangible project asset for our clients.

*“THE DIGITAL TWIN ISN’T REALLY ‘A PRODUCT’ YOU CAN SIMPLY BUY AND PLUG IN – IT’S A BUSINESS PROCESS CONNECTING PHYSICAL TO DIGITAL, ENABLING NEW LEVELS OF INSIGHT”*

Client	Issues	How VoidCraft Helps
Architectural & Urban Design Firms	Difficulty demonstrating design impacts (sun, wind, access).	Offers real-time 3D simulation tools integrated with BIM.
Municipal Councils / Planning Orgs	Community pushback, zoning conflict, slow permit approvals.	Enables stakeholder engagement through immersive VR + simulation-backed approvals.
Real Estate Developers	High risk of rework due to design errors or planning rejections.	Provides early-stage simulations to mitigate risk and de-risk investment decisions.
Universities / Research Labs	Lack of practical urban simulation environments for applied research.	Offers access to Melbourne’s Digital Twin and testbed for smart city studies.
Infrastructure Agencies (e.g., VicTrack, DoT)	Difficulty testing upgrades across complex systems.	Allows holistic system simulation (e.g., transport hubs, precinct-wide changes).

## TRADITIONAL DESIGN PROCESS vs VOIDCRAFT

	In-House Digital Twin Platform	VoidCraft	Savings / Advantage
Software Licenses	Omniverse (\$9k/yr); CityEngine (\$3.6k/yr); Revit (~\$3k/yr); plus GIS/VR tools	All included in service (no separate license fees)	Saves ~\$15–20k/yr in subscriptions
Hardware / Infrastructure	Dedicated GPU server (~\$20–30k), high-end workstations, cloud storage	Hosted on VoidCraft's cloud platform	Saves ~\$20k–50k one-time capital cost
Personnel	3–5 specialists required (e.g. BIM Manager ≈AU\$102k, Data Engineer ≈AU\$138k, plus others)	No new full-time hires; project-based support only	Saves ~\$200k–300k/yr in salaries
Training / Ramp-Up	~6–12 months to recruit/train team on complex tools	Immediate (expert team ready on Day 1)	Months of project lead time saved
Project Turnaround	~12+ months for a full digital twin project	~6–8 months with expert workflow	Roughly 50% faster completion
Implementation Risk	Higher (steep learning curve leads to integration errors and delays)	Lower (proven processes and QA)	Fewer errors, less rework and overruns



## COMPETITOR IDENTIFICATION

Competitor Name	ARUP	ZHA Analytics	UNStudio / UNSense
Strengths	Engineering pedigree	Parametric, speculative	Smart tech, EU markets
Weaknesses	Less visual / stakeholder-friendly	Detached from policy interface	Not local
What we'll do differently	Design-led, immersive focus	We integrate data + planning	We're Melbourne-native + embedded

### PRIMARY COMPETITOR

Feature	VoidCraft	Arup (AU)
Specialisation	Design-focused architecture and spatial consultancy	Engineering consultancy with multidisciplinary teams
Digital Twin Scope	Project-scale urban twin + real-time simulations (modular + immersive)	Network-scale infrastructure & system-wide twins
Agility & Accessibility	Small team, rapid iteration, lower overhead, project-based pricing	Complex project onboarding, often part of multi-year gov contracts
Visualization & Stakeholder Tools	VR/AR, dashboard UI, scenario testing for public + council	Technical models, often engineer-led, lower emphasis on engagement
Pricing	~\$50K–\$150K per project (fixed tiered pricing)	Variable; typically higher (> \$200K–\$500K for transport DTs)
Client Focus	Architecture studios, planners, developers, researchers	Large infrastructure agencies, transport departments

*VoidCraft operates below the pricing ceiling of Arup while offering highly customized, design-oriented outputs tailored for urban development and community-focused engagement. It bridges the gap between planning and experience, which is often under-served by engineering firms.*

## MARKETING PLAN

VoidCraft's marketing plan aligns with its dual audience: design professionals + government stakeholders. The focus is on building credibility, demonstrating expertise, and positioning the brand as the go-to partner for urban digital twins.

### MARKETING OBJECTIVES

Position VoidCraft as a premium consultancy in urban digital twin services.

Establish thought leadership in Melbourne's architecture and planning ecosystem.

Secure pilot projects via public-sector calls or industry consortiums.

### PRICING STRATEGY

Each service is priced based on fixed project packages. Minimum engagement ~\$150,000. Pricing reflects tech stack, simulation fidelity, and stakeholder outputs.

## ADVERTISING AND PROMOTION

<u>CHANNEL</u>	<u>USED FOR</u>	<u>DETAILS</u>
Conference/ Industry fair	Build awareness and generate leads	Present at Smart Cities Week, Digital Twin Victoria Expo, Melbourne Design Week
Paid advertising	Drive engagement from architects and planners	Publish use cases and visuals on LinkedIn, Medium, and ArchDaily
Online	Increase inbound inquiries	Create a portfolio-rich landing site with dashboard previews and 3D visual showcases
Other	Research, credibility, cross-promotion	Collaborate with RMIT, Monash, Aurecon Innovation Lab, or Smart Cities Council Australia

## SWOT ANALYSIS

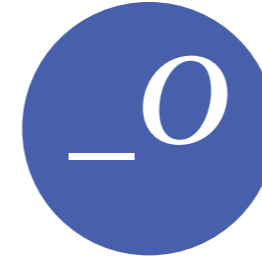


Specialised niche in digital twin architecture with minimal local competition.

Strong academic and industry backing through RMIT and architectural mentors.

Integrated workflow combining BIM, GIS, real-time simulation, and VR/AR.

Advanced technical infrastructure and a fully built digital twin of Greater Melbourne.



Increasing investment in smart cities, climate resilience, and urban analytics.

Strategic partnerships with universities, councils, and civic institutions.

Expansion potential into Sydney, Brisbane, and other metros.

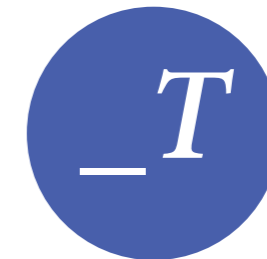
Adoption of digital twins in legislative and policy planning frameworks.



Newly established firm with limited built portfolio.

High dependency on the founding team for project delivery and reputation.

Lower brand visibility compared to legacy firms.



Fast-changing technology landscape requiring constant upskilling.

Large engineering firms (e.g. Arup, AECOM) may enter the market with scale advantage.

Stringent data governance and rising operational compliance costs.

### *HOW WE'LL ADDRESS EACH WEAKNESS AND THREAT?*

Focus on medium-scale civic projects and academic alliances to build reputation. We will prioritise work with local councils and research institutions to establish credibility and secure recurring partnerships. To counteract competition and delivery risk, we will develop a public-facing case study portfolio and leverage thought leadership to differentiate from larger firms. Continual investment in upskilling, tech flexibility, and cross-disciplinary collaboration will ensure resilience against both market volatility and innovation cycles.

## GOALS AND ACTIONS

### \_GOALS FOR NEXT YEAR

	Deliver 3 paid pilot projects	Secure recurring council client	Launch VR platform v1
Actions to achieve goal	Identify and pitch to 5 target clients; secure contracts and deliver case studies	Present demo to 3 councils; align proposal with DTV goals and urban renewal frameworks	Complete beta testing; implement feedback from pilot clients; soft launch online
Due Date	31/12/2025	30/11/2025	31/10/2025
Who's responsible	Gharaza Kaleem	Nicole Markis	Shahriyar Ahmad

### \_GOALS FOR NEXT 3 YEARS

	Scale to 9 projects/year	Employ 3 full-time staff	Expand twin coverage to Sydney
Actions to achieve goal	Expand business development efforts; hire 1 project manager; grow referral network	Convert 2 contract staff to permanent roles; define recruitment plan	Partner with Sydney-based university or planning agency; adapt twin infrastructure
Due Date	31/12/2028	30/06/2027	31/12/2028
Who's responsible	Gharaza Kaleem	Nicole Markis	Shahriyar Ahmad

# THE FINANCES

*\_Total Seed Capital Required: ~\$170,000 AUD*

## START-UP ANALYSIS

Launching VoidCraft requires significant initial capital. We estimate ≈ AU\$170k for one-time startup costs, which covers high-performance workstations, VR/AR hardware, initial software licenses, a city data purchase, office setup, and legal/branding expenses. The largest item is specialised software (around \$88k) and data (\$14k). This ensures we have the compute power, city model, and core team ready to operate.

Category	Item	Estimated Cost (AUD)
Infrastructure & Hardware	High-performance workstations (3x) – needed for 3D modeling, simulation, and VR (each ~\$6,000)	\$18,000
	VR/AR equipment – headsets & controllers (e.g. 2 high-end VR setups at ~\$2.5K each)	\$5,000
	Cloud infrastructure setup – initial configuration and resources (AWS/Azure setup, etc.)	\$5,000
Subtotal – Infrastructure & HW		\$28,000
Software Licenses (Year 1)	NVIDIA Omniverse Enterprise – collaboration & simulation platform (small workgroup license)	~\$15,000/yr
	ArcGIS CityEngine (Advanced) – 3D city modeling (1–2 seats @ ~\$4K each)	~\$8,000/yr
	Autodesk AEC Collection (Revit, etc., 3 seats) – BIM/CAD suite for architecture (≈\$4–5K each)	~\$15,000/yr
	SideFX Houdini FX – advanced 3D/CG simulation (1 license, ~USD \$3.2K ≈ \$4.5K AUD/yr)	~\$5,000/yr
	SimScale (cloud CFD/FEA) – professional plan for simulations (est. ~\$7–8K/yr)	~\$8,000/yr
	Nextspace Digital Twin platform – software to integrate 2D/3D GIS & BIM data (Proof-of-Concept license)	~\$10,000
	ipolog + FlexSim – logistics & factory flow simulation tools (licenses for 1 user each)	~\$10,000/yr
	Bentley iTwin platform – infrastructure digital twin framework (developer subscription)	~\$5,000/yr
Edge Impulse (Edge AI for IoT data) – enterprise/pro plan for sensor AI integration (~\$400/mo)	~\$5,000/yr	
Subtotal – Software	(Licenses to be purchased upfront; most are annual subscriptions)	~\$88,000
Data Acquisition	3D city model of Melbourne – base geometry/mesh (e.g. purchase from Vexcel or Nearmap)	~\$9,000
	Traffic, climate & IoT datasets – initial procurement of data feeds (open data or paid APIs)	~\$5,000
Subtotal – Data		\$14,000
Office Setup	Melbourne office lease – deposit & initial rent (e.g. 3 months x ~\$4K for small office)	\$12,000
	Office fit-out & IT setup – furniture, workstations desks, networking equipment, etc.	\$15,000
	Office infrastructure – miscellaneous (high-speed internet installation, etc.)	\$3,000
Subtotal – Office		\$30,000
Staffing	Initial hiring & onboarding – recruitment fees, hiring expenses (ads, etc.), initial training	\$5,000
Subtotal – Staffing	(Core team of 6 identified; salaries in operating costs below)	\$5,000
Legal & Business Setup	Business incorporation and legal fees – company registration, initial legal counsel/contracts	\$2,000
	Insurance premiums – professional indemnity & liability (first year premium)	\$3,000
	Accounting and compliance – initial CPA consultation, software setup (Xero, etc.)	\$1,000
Subtotal – Legal/Business		\$6,000
Total Initial Capital	(Sum of all above one-time startup costs)	≈ \$171,000

### OPERATING COSTS (YEAR 1)

Year 1 operating expenses are dominated by staffing. With a team of 6 professionals, annual salaries plus on-costs total on the order of ~\$620k (salary) + \$80k (benefits). Other ongoing costs include recurring software/cloud subscriptions (\$100k), office rent and admin (\$60k), and marketing (\$15k). In total, first-year operational expenses are estimated at ≈\$804,000. (This assumes all roles are filled; a phased hiring could reduce burn.)

Category	Operating Expense	Estimated Annual Cost (AUD)
Technology & Data	Cloud hosting & storage (AWS/Azure) – servers, GPUs, and data storage for the city twin (est. ~\$2K/month)	~\$24,000
	Software subscription renewals – annual license renewals for Omniverse, Autodesk, Esri, simulation software, etc. (similar to initial software subtotal)	~\$80,000
	Data licensing & updates – subscriptions for updated aerial imagery, IoT sensor feeds, traffic APIs, etc.	~\$5,000
Subtotal – Tech	(Cloud + software + data)	~\$109,000
Salaries & Wages	Staff salaries – 6 personnel (1 Director, 2 Designers, 1 Simulation Specialist, 1 Data Scientist, 1 Admin).	~\$540,000
	Example: Director ~\$120K; Designers ~\$75–80K each; Simulation Specialist ~\$90K; Data Scientist ~\$110K; Admin ~\$60K	
	On-costs (superannuation, benefits, payroll tax ~15%)	~\$80,000
Subtotal – Salaries	(Total personnel costs for 6 staff)	~\$620,000
Marketing & BD	Marketing and business development – website, branding, industry events, client meetings, and promotions budget	\$15,000
Office & Admin	Office rent (Melbourne) – ongoing lease cost (~\$4K/month for small office) plus utilities (power, internet, water)	~\$50,000
	Office services, travel & maintenance – e.g. office supplies, software tools (productivity & IT services), equipment maintenance, local travel to client sites, conference travel	\$10,000
Subtotal – Office/Admin		\$60,000
Total Operating (Year 1)	(All recurring costs for first year)	≈ \$804,000

### SOURCES OF FUNDING

- Government innovation or startup grants (e.g. LaunchVic, City of Melbourne Small Business Grant)
- University or research partnerships (co-funded digital twin pilots)
- Design-focused venture capital (e.g. Brick & Mortar Ventures, ArchiTech Ventures)
- RMIT Venture Creation support and seed competitions
- In-kind contributions from collaborators and industry mentors

PRICING MODEL

VoidCraft will charge project-based fees. As a guide, a medium-size project (e.g. a 50-unit housing development) might involve 600 consultant-hours of analysis/visualization. At an average rate of \*\*\$250 per hour\*\* (covering overhead and margin), such a project would be billed on the order of \$150,000. This would include model setup, multiple simulations, and interactive presentations. Simpler projects (e.g. feasibility study) might be \$50-\$80k, while large masterplans could be \$250k+. By comparison, traditional consultants might charge similar fees but yield only static reports. Our premiums are justified by the breadth of analysis and immersive outputs.

Cost Component	Detailed Breakdown	Cost (AUD)
Staffing & Labor Costs		\$68,000
	Project Lead/Manager (120 hrs @ \$100/hr)	\$12,000
	BIM/Visualization Designer (200 hrs @ \$90/hr)	\$18,000
	VR/Visualization Developer (200 hrs @ \$100/hr)	\$20,000
	Simulation/Data Analyst (100 hrs @ \$100/hr)	\$10,000
	Support/QA/Admin (100 hrs @ \$80/hr)	\$8,000
Software & Platform Licensing		\$20,000
	NVIDIA Omniverse Enterprise License	\$4,500
	Autodesk Revit BIM License	\$3,000
	Esri ArcGIS CityEngine License	\$1,000
	SimScale Simulation Platform	\$11,000
	FlexSim Traffic Simulation License	\$7,500
	Nextspace Digital Twin Platform	Included
	Other software (Unity/Unreal, Tableau)	\$1,000
	(Adjusted due to bundled pricing and existing licenses)	~\$20,000
Data Acquisition		\$2,000
	Melbourne 3D City Mesh	Free
	Traffic Data (VicRoads/Open Source)	Free
	Climate/Environmental Data	\$1,000
	Additional GIS Data	\$1,000
Overheads & Utilities		\$15,000
	Cloud Storage/Compute (AWS/Azure)	\$2,000
	Electricity & Hardware	\$500
	Office/Admin Support (20-30% labor costs)	\$12,500
Deliverables		\$15,000
	Digital Twin Model & VR Environment	Included
	Interactive Visualization Dashboard	Included
	Simulation Outputs & Animated Reports	Included
	Public Engagement Materials (VR/Presentations)	Included
	Comprehensive Project Report	Included
(Deliverables costs factored into above staff hours/software)		
Contingency & Profit Margin		\$30,000
	Approximately 20% of total budget	\$30,000
<b>Total Project Cost</b>		<b>\$150,000</b>

PROJECT SIZE RELATIONSHIP

The \$150K price point is scaled for a mid-sized transport hub project, reflecting:

Moderate complexity requiring specialized skills (VR, BIM, simulation).

Adequate software and computing power to deliver robust results.

Comprehensive stakeholder engagement and visualization deliverables.

PRICING RATIONALE

Staffing & Labor Costs form the bulk (~45%) of the budget, reflecting industry-standard consulting rates, comprehensive technical expertise, and project complexity.

Software & Licensing Costs (~13%) represent essential high-end simulation and visualization platforms.

Data Acquisition leverages freely available Melbourne city data, minimizing costs (1%).

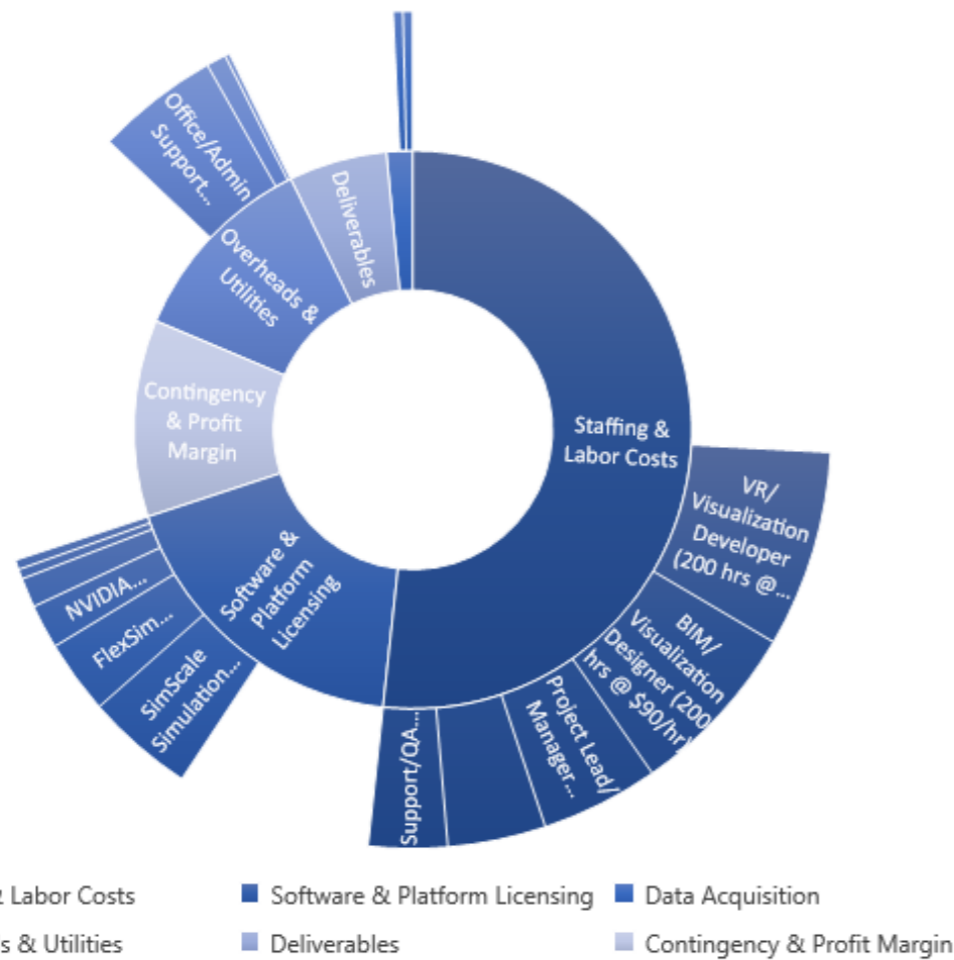
Overheads & Utilities (~10%) are standard operational costs maintaining efficiency.

Contingency & Profit Margin (~20%) ensures project flexibility and sustainability.

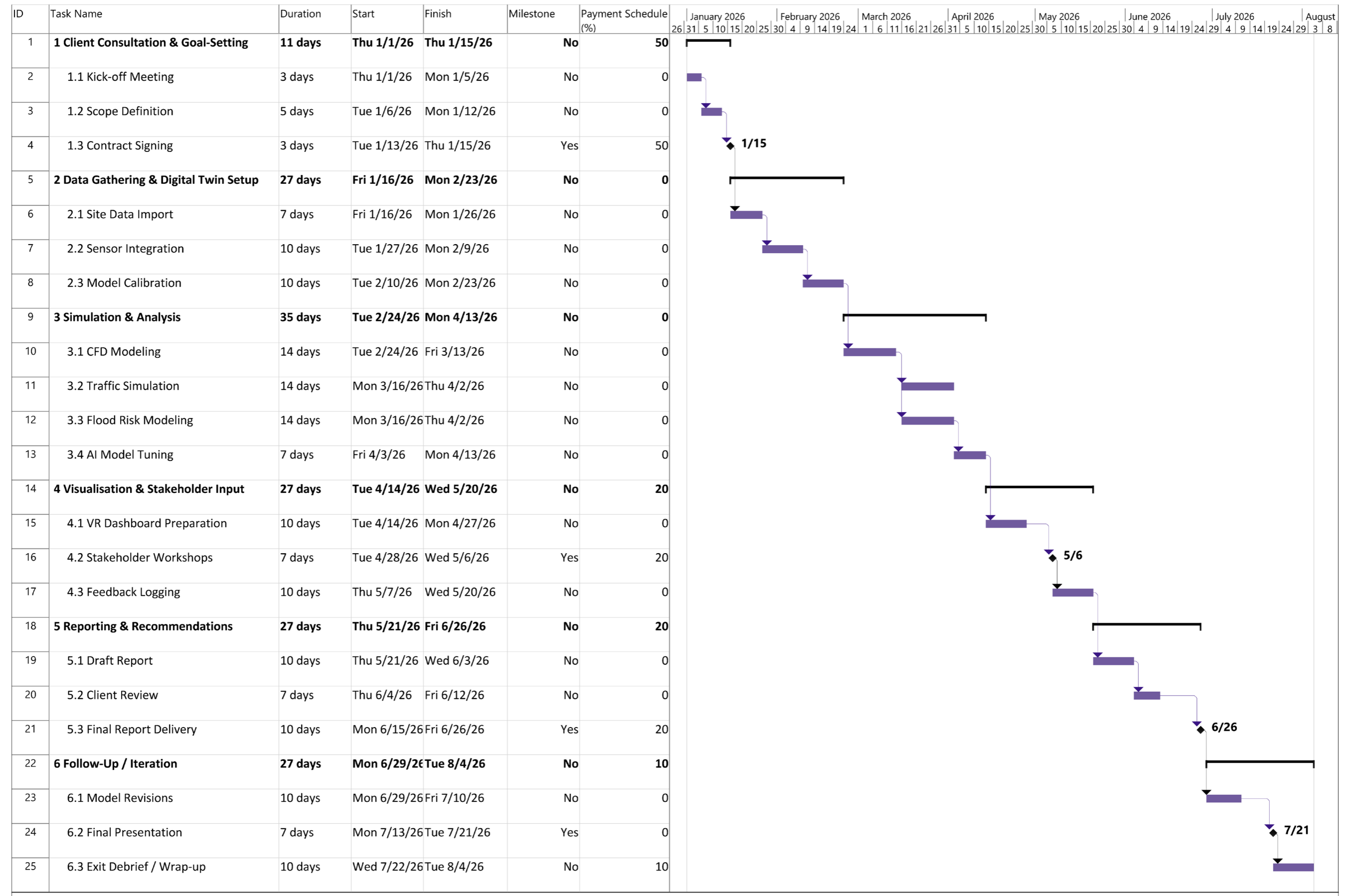
CAN VOIDCRAFT CHARGE MORE?

Yes, potentially up to ~\$250-\$300K for larger or more complex infrastructure projects (e.g., major rail stations or airports).

Higher pricing is justified if client expectations include extensive custom simulations, larger geographic areas, or advanced real-time data integration.



TYPICAL PROJECT TIMELINE



FINANCES

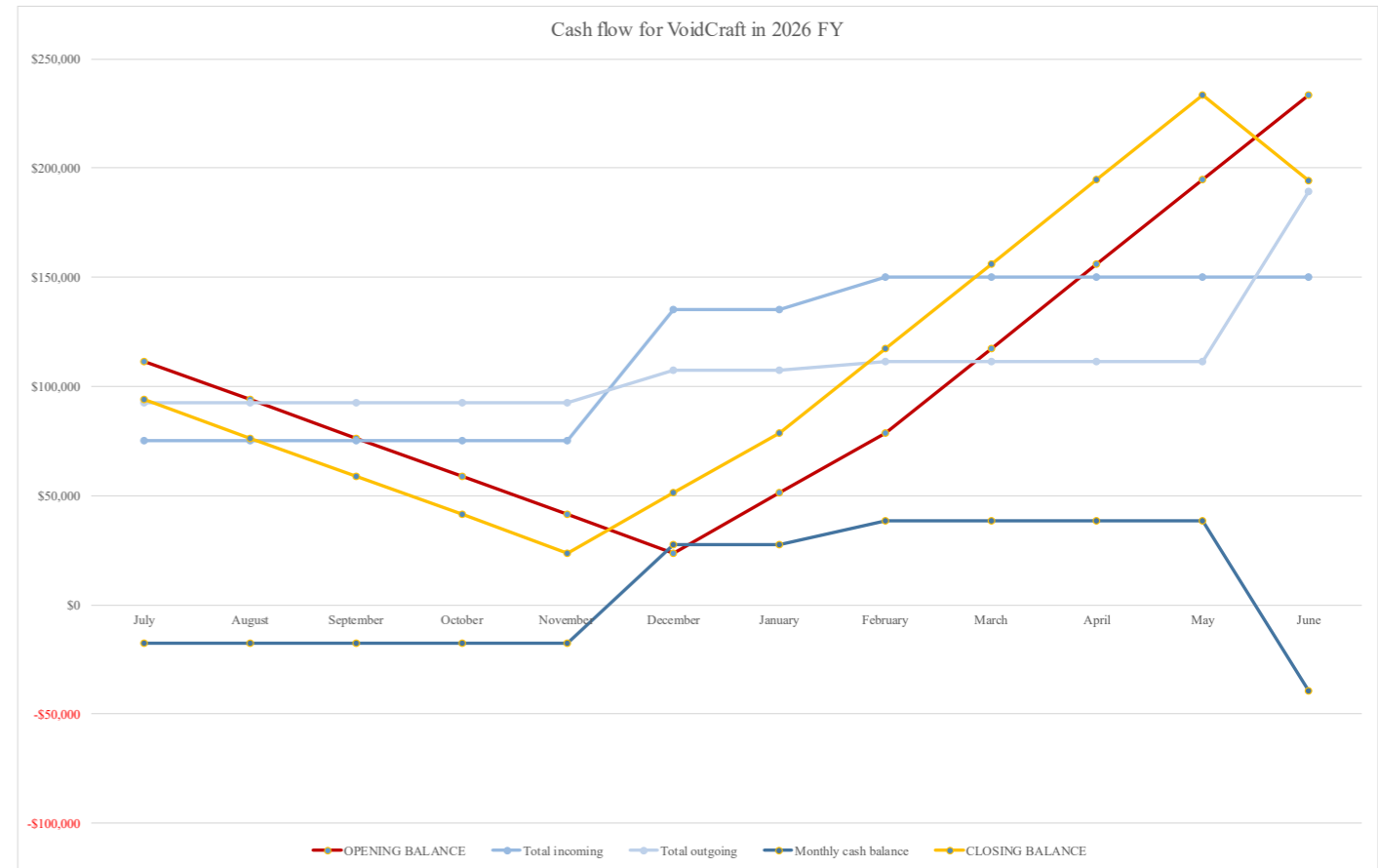
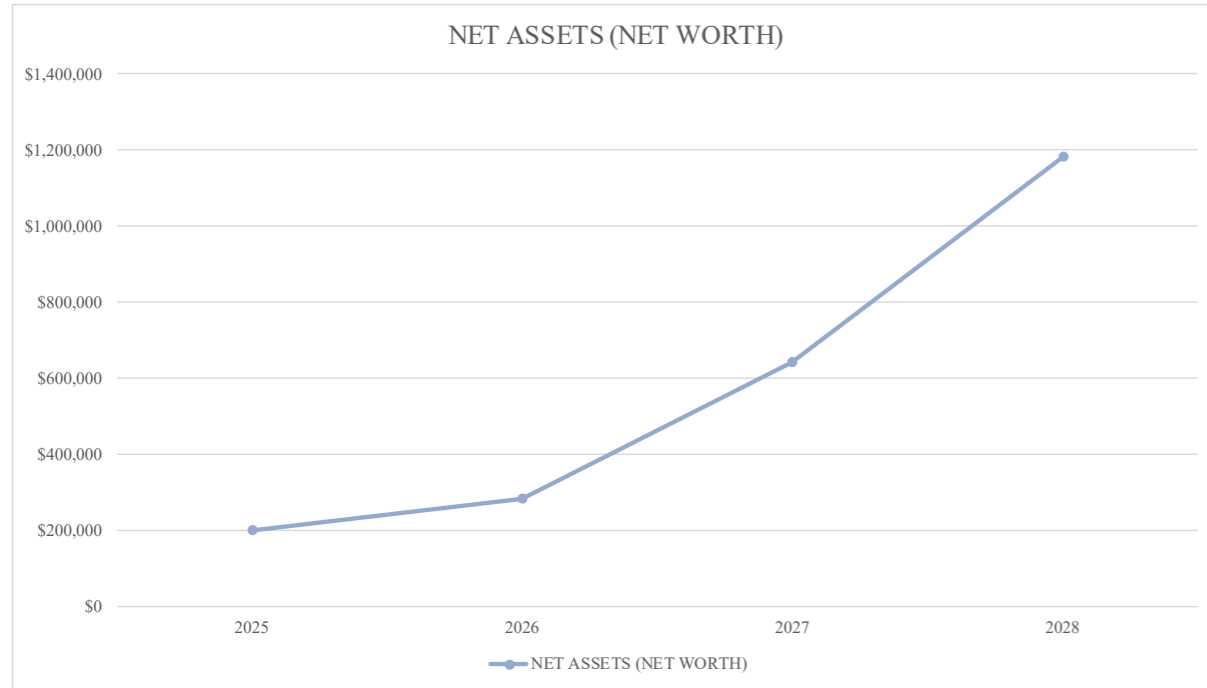
BALANCE FORECAST

	2026	2027	2028
Total assets	\$282,850	\$642,850	\$1,182,850
Total liabilities	\$0	\$0	\$0
Net assets	\$282,850	\$642,850	\$1,182,850

At the end of the financial year, VoidCraft reported a year-end cash position of \$194,350. The consultancy achieved a net profit of \$82,850 and holds total assets valued at \$282,850, reflecting strong financial performance in its first year of operation.

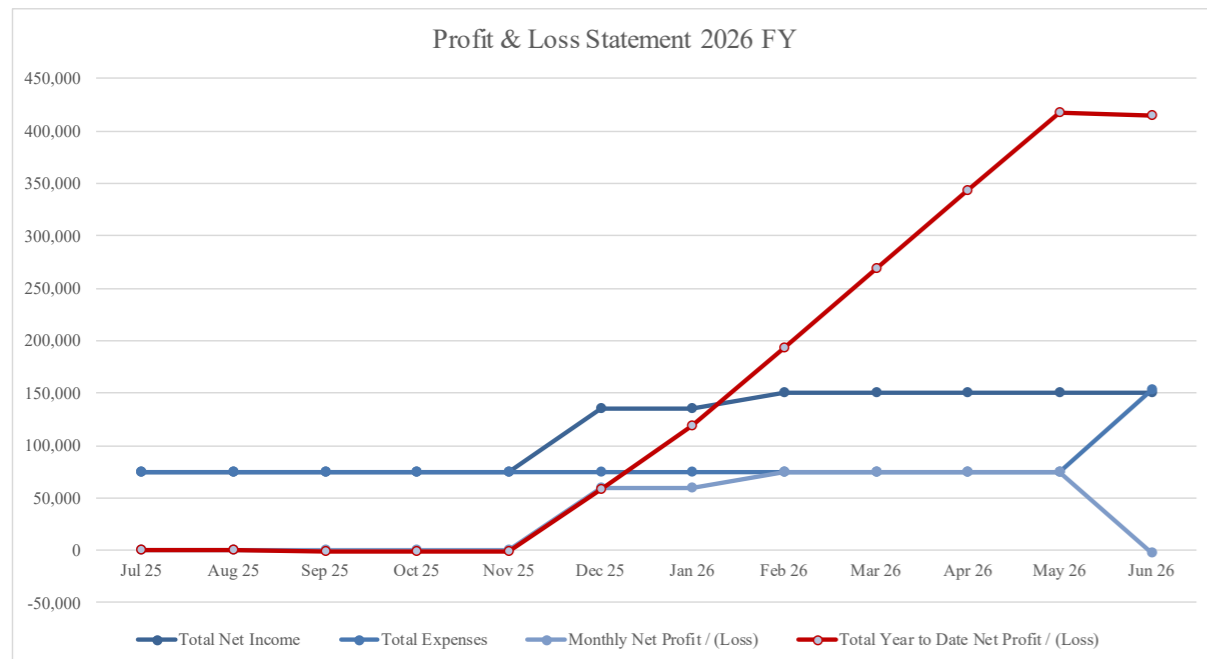
CASH FLOW FORECAST

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Monthly cash balance	\$111,500	\$93,967	\$76,433	\$58,900	\$41,367	\$23,833	\$51,300	\$78,767	\$117,483	\$156,200	\$194,917	\$233,633
Closing balance	\$93,967	\$76,433	\$58,900	\$41,367	\$23,833	\$51,300	\$78,767	\$117,483	\$156,200	\$194,917	\$233,633	\$194,350



PROFIT AND LOSS FORECAST

	2026	2027	2028
Gross profit/net sales	\$1,395,000	\$1,755,000	\$2,295,000
Total expenses	\$1,312,150	\$1,312,150	\$1,312,150
Net profit/loss	\$82,850	\$442,850	\$982,850



Detailed Profit and Loss Statement												
Month	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26
<b>Income</b>												
<b>Sales</b>												
Sale of goods/services	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$135,000.00	\$135,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00
Total Sales	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$135,000.00	\$135,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00
Total Net Income	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$135,000.00	\$135,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00
<b>Expenses</b>												
<b>General &amp; Administrative</b>												
Bank charges	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Office Supplies	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00
License fees	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33
Business insurance	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00
Total General & Administrative	\$7,983.33	\$7,983.33	\$7,983.33	\$7,983.33	\$7,983.33	\$7,983.33	\$7,983.33	\$7,983.33	\$7,983.33	\$7,983.33	\$7,983.33	\$7,983.33
<b>Marketing &amp; Promotional</b>												
Advertising	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Promotion - General	\$333.33	\$333.33	\$333.33	\$333.33	\$333.33	\$333.33	\$333.33	\$333.33	\$333.33	\$333.33	\$333.33	\$333.33
Promotion - Other	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67
Total Marketing & Promotional	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00
<b>Operating Expenses</b>												
Entertainment/Meals	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00
Travel/Accommodation	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Total Operating Expenses	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00
<b>Website Expenses</b>												
Domain name registration	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67
Hosting expenses	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00
Total Website Expenses	\$166.67	\$166.67	\$166.67	\$166.67	\$166.67	\$166.67	\$166.67	\$166.67	\$166.67	\$166.67	\$166.67	\$166.67
<b>Employment Expenses</b>												
<b>Permanent</b>												
Salaries/Wages	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67
Superannuation	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33
Recruitment costs	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67	\$416.67
Total Perm. Employment Expenses	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67
Total Employment Expenses	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67	\$57,766.67
<b>Occupancy Costs</b>												
Electricity/Gas	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Telephones	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Rent	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
Repair & maintenance	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Waste removal	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Water	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Total Occupancy Costs	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00	\$4,800.00
<b>Other Expenses</b>												
Cloud hosting & storage (AWS/Azure)	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
NVIDIA Omniverse Enterprise	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$15,000.00
ArcGIS CityEngine	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$8,000.00
Autodesk AEC Collection	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$15,000.00
SideFX Houdini FX	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$5,000.00
SimScale	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$8,000.00
ipolog + FlexSim	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$17,000.00
Bentley iTwin platform	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$5,000.00
Edge Impulse	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$5,000.00
Software Licenses Total	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$80,000.00
Total Other Expenses	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$80,000.00
Total Expenses	\$75,216.67	\$75,216.67	\$75,216.67	\$75,216.67	\$75,216.67	\$75,216.67	\$75,216.67	\$75,216.67	\$75,216.67	\$75,216.67	\$75,216.67	\$153,216.67
Month Net Profit / (Loss)	-\$216.67	-\$216.67	-\$216.67	-\$216.67	-\$216.67	\$59,783.33	\$59,783.33	\$74,783.33	\$74,783.33	\$74,783.33	\$74,783.33	-\$3,216.67
Total Year to Date Net Profit / (Loss)	-\$216.67	-\$433.34	-\$650.01	-\$866.68	-\$1,083.35	\$58,699.98	\$118,483.31	\$193,266.64	\$268,049.97	\$342,833.30	\$417,616.63	\$414,399.96

Summery Profit & Loss Statement												
Month	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26
<b>Income</b>												
Total Sales	75,000	75,000	75,000	75,000	75,000	135,000	135,000	150,000	150,000	150,000	150,000	150,000
Less Total Disc/Comm	0	0	0	0	0	0	0	0	0	0	0	0
Total Net Income	75,000	75,000	75,000	75,000	75,000	135,000	135,000	150,000	150,000	150,000	150,000	150,000
Gross Profit	75,000	75,000	75,000	75,000	75,000	135,000	135,000	150,000	150,000	150,000	150,000	150,000
Expenses												
General & Administrative	7,983	7,983	7,983	7,983	7,983	7,983	7,983	7,983	7,983	7,983	7,983	7,983
Marketing & Promotional	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250
Operating Expenses	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250
Website Expenses	167	167	167	167	167	167	167	167	167	167	167	167
Total Employment Expenses	57,767	57,767	57,767	57,767	57,767	57,767	57,767	57,767	57,767	57,767	57,767	57,767
Occupancy Costs	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800
Other Expenses	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	80,000
Total Expenses	75,217	75,217	75,217	75,217	75,217	75,217	75,217	75,217	75,217	75,217	75,217	153,217
Monthly Net Profit / (Loss)	-217	-217	-217	-217	-217	59,783	59,783	74,783	74,783	74,783	74,783	-3,217
Total Year to Date Net Profit / (Loss)	-217	-433	-650	-867	-1,083	58,700	118,483	193,267	268,050	342,833	417,617	414,400
<b>Profit and Loss Ratios</b>												
Gross Margin (Gross Profit / Net Income)	1	1	1	1	1	1	1	1	1	1	1	1
Net Margin (Net Profit / Net Income)	-0.002889	-0.002889	-0.002889	-0.002889	-0.004428	0.44	0.44	0.50	0.50	0.50	0.50	-0.021444
Break Even ( Expenses/((1-(Cost of Goods Sold/ Net Income))	75216.67	75216.67	75216.67	75216.67	75216.67	75216.67	75216.67	75216.67	75216.67	75216.67	75216.67	153216.67

	Cash flow for VoidCraft in 2026 FY											
	July	August	September	October	November	December	January	February	March	April	May	June
OPENING BALANCE	\$111,500	\$93,967	\$76,433	\$58,900	\$41,367	\$23,833	\$51,300	\$78,767	\$117,483	\$156,200	\$194,917	\$233,633
Cash incoming												
Sales	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$135,000.00	\$135,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00	\$150,000.00
Total incoming	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$135,000	\$135,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Cash outgoing												
Accountant fees	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00
Advertising and marketing	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00
Bank fees and charges	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Utilities (electricity, gas, water)	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00
Telephone	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Rent & rates	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
Repairs and maintenance	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Stationery and printing	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00
Licensing	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33	\$7,333.33
Insurance	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00
Superannuation	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33	\$5,683.33
Income tax	\$18,750.00	\$18,750.00	\$18,750.00	\$18,750.00	\$18,750.00	\$33,750.00	\$33,750.00	\$37,500.00	\$37,500.00	\$37,500.00	\$37,500.00	\$37,500.00
Wages (including PAYG)	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67	\$51,666.67
Software Licenses	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$80,000.00
Total outgoing	\$92,533	\$92,533	\$92,533	\$92,533	\$92,533	\$107,533	\$107,533	\$111,283	\$111,283	\$111,283	\$111,283	\$189,283
Monthly cash balance	-\$17,533	-\$17,533	-\$17,533	-\$17,533	-\$17,533	\$27,467	\$27,467	\$38,717	\$38,717	\$38,717	\$38,717	-\$39,283
CLOSING BALANCE	\$93,967	\$76,433	\$58,900	\$41,367	\$23,833	\$51,300	\$78,767	\$117,483	\$156,200	\$194,917	\$233,633	\$194,350
Assumptions:												
Figures include GST.												

Profit and loss for VoidCraft as at 2026 FY													
	July	August	September	October	November	December	January	February	March	April	May	June	Yearly total
Sales	75000	75000	75000	75000	75000	135000	135000	150000	150000	150000	150000	150000	\$1,395,000
Gross profit/net sales	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$135,000	\$135,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$1,395,000
Expenses													
Accountant fees	600	600	600	600	600	600	600	600	600	600	600	600	\$7,200
Advertising and marketing	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	\$15,000
Bank fees and charges	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Utilities (electricity, gas, water)	400	400	400	400	400	400	400	400	400	400	400	400	\$4,800
Telephone	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Rent and rates	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	\$48,000
Repairs and maintenance	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Stationery and printing	300	300	300	300	300	300	300	300	300	300	300	300	\$3,600
Licensing	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	\$88,000
Insurance	250	250	250	250	250	250	250	250	250	250	250	250	\$3,000
Superannuation	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	\$68,200
Income tax	18750	18750	18750	18750	18750	33750	33750	37500	37500	37500	37500	37500	\$348,750
Wages (including PAYG)	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	\$620,000
Software Licenses	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	80000	\$102,000
Total expenses	\$92,533	\$92,533	\$92,533	\$92,533	\$92,533	\$107,533	\$107,533	\$111,283	\$111,283	\$111,283	\$111,283	\$189,283	\$1,312,150
NET PROFIT (net income)	-\$17,533	-\$17,533	-\$17,533	-\$17,533	-\$17,533	\$27,467	\$27,467	\$38,717	\$38,717	\$38,717	\$38,717	-\$39,283	\$82,850
Assumptions:													
Figures include GST.													

Profit and loss for VoidCraft as at 2027 FY													
	July	August	September	October	November	December	January	February	March	April	May	June	Yearly total
Sales	105000	105000	105000	105000	105000	165000	165000	180000	180000	180000	180000	180000	\$1,755,000
Gross profit/net sales	\$105,000	\$105,000	\$105,000	\$105,000	\$105,000	\$165,000	\$165,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$1,755,000
Expenses													
Accountant fees	600	600	600	600	600	600	600	600	600	600	600	600	\$7,200
Advertising and marketing	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	\$15,000
Bank fees and charges	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Utilities (electricity, gas, water)	400	400	400	400	400	400	400	400	400	400	400	400	\$4,800
Telephone	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Rent and rates	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	\$48,000
Repairs and maintenance	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Stationery and printing	300	300	300	300	300	300	300	300	300	300	300	300	\$3,600
Licensing	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	\$88,000
Insurance	250	250	250	250	250	250	250	250	250	250	250	250	\$3,000
Superannuation	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	\$68,200
Income tax	18750	18750	18750	18750	18750	33750	33750	37500	37500	37500	37500	37500	\$348,750
Wages (including PAYG)	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	\$620,000
Software Licenses	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	80000	\$102,000
Total expenses	\$92,533	\$92,533	\$92,533	\$92,533	\$92,533	\$107,533	\$107,533	\$111,283	\$111,283	\$111,283	\$111,283	\$189,283	\$1,312,150
NET PROFIT (net income)	\$12,467	\$12,467	\$12,467	\$12,467	\$12,467	\$57,467	\$57,467	\$68,717	\$68,717	\$68,717	\$68,717	-\$9,283	\$442,850
Assumptions:													
Figures include GST.													

Profit and loss for VoidCraft as at 2028 FY													
	July	August	September	October	November	December	January	February	March	April	May	June	Yearly total
Sales	150000	150000	150000	150000	150000	210000	210000	225000	225000	225000	225000	225000	\$2,295,000
Gross profit/net sales	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$210,000	\$210,000	\$225,000	\$225,000	\$225,000	\$225,000	\$225,000	\$2,295,000
Expenses													
Accountant fees	600	600	600	600	600	600	600	600	600	600	600	600	\$7,200
Advertising and marketing	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	\$15,000
Bank fees and charges	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Utilities (electricity, gas, water)	400	400	400	400	400	400	400	400	400	400	400	400	\$4,800
Telephone	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Rent and rates	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	\$48,000
Repairs and maintenance	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Stationery and printing	300	300	300	300	300	300	300	300	300	300	300	300	\$3,600
Licensing	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	7333.33	\$88,000
Insurance	250	250	250	250	250	250	250	250	250	250	250	250	\$3,000
Superannuation	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	5683.33	\$68,200
Income tax	18750	18750	18750	18750	18750	33750	33750	37500	37500	37500	37500	37500	\$348,750
Wages (including PAYG)	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	51666.67	\$620,000
Software Licenses	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	80000	\$102,000
Total expenses	\$92,533	\$92,533	\$92,533	\$92,533	\$92,533	\$107,533	\$107,533	\$111,283	\$111,283	\$111,283	\$111,283	\$189,283	\$1,312,150
NET PROFIT (net income)	\$57,467	\$57,467	\$57,467	\$57,467	\$57,467	\$102,467	\$102,467	\$113,717	\$113,717	\$113,717	\$113,717	\$35,717	\$982,850
Assumptions:													
Figures include GST.													

Balance Sheet				
Month	Start of Business	Dec 25	Jun 26	
Assets				
Current Assets				
	Cash on hand	\$111,500.00	\$58,699.98	\$414,399.96
	Debtors	\$0.00	\$0.00	\$0.00
Total Current Assets		\$111,500.00	\$58,699.98	\$414,399.96
Fixed Assets				
	High-performance Workstations	\$36,000.00	\$36,000.00	\$36,000.00
	VR/AR Equipment	\$7,500.00	\$7,500.00	\$7,500.00
	Office Fit Out	\$15,000.00	\$15,000.00	\$15,000.00
	Office Equipment	\$5,000.00	\$5,000.00	\$5,000.00
	Leasehold	\$12,000.00	\$12,000.00	\$12,000.00
	Furniture & Fixtures	\$10,000.00	\$10,000.00	\$10,000.00
	Etc.	\$3,000.00	\$3,000.00	\$3,000.00
Total Fixed Assets		\$88,500.00	\$88,500.00	\$88,500.00
Total Assets		\$200,000.00	\$147,199.98	\$502,899.96
Liabilities				
Current Liabilities				
	GST collected	\$-	\$51,000.00	\$88,500.00
Total Current Liabilities		\$-	\$51,000.00	\$88,500.00
Total Liabilities		\$-	\$51,000.00	\$88,500.00
Net Assets		\$200,000.00	\$96,199.98	\$414,399.96
Shareholders Funds ( Equity)				
	Owners Funds	\$200,000.00	\$96,199.98	\$414,399.96
	Retained Earnings	\$-	\$-	\$-
	Current Year Profit	\$-	\$58,699.98	\$118,483.31
Total Shareholders Funds (Equity)		\$200,000.00	\$154,899.96	\$532,883.27

3 Years Balance sheet projection for VoidCraft				
	2025	2026	2027	2028
Current assets				
Cash	\$111,500	\$194,350	\$554,350	\$1,094,350
Total	\$111,500	\$194,350	\$554,350	\$1,094,350
Fixed assets				
High-performance Workstations	\$36,000	\$36,000	\$36,000	\$36,000
VR/AR Equipment	\$7,500	\$7,500	\$7,500	\$7,500
Office Fit Out	\$15,000	\$15,000	\$15,000	\$15,000
Office Equipment	\$5,000	\$5,000	\$5,000	\$5,000
Leasehold	\$12,000	\$12,000	\$12,000	\$12,000
Furniture & Fixtures	\$10,000	\$10,000	\$10,000	\$10,000
Etc.	\$3,000	\$3,000	\$3,000	\$3,000
Total	\$88,500	\$88,500	\$88,500	\$88,500
TOTAL ASSETS	\$200,000	\$282,850	\$642,850	\$1,182,850
NET ASSETS (NET WORTH)	\$200,000	\$282,850	\$642,850	\$1,182,850
WORKING CAPITAL				
	\$111,500	\$194,350	\$554,350	\$1,094,350
Assumptions:				
Figures include GST.				

RISK ANALYSIS

Risk No#	Risk Description	Likelihood	Impact	Rating	Mitigation Strategy/Response
1	Integration failures between software platforms (e.g. Omniverse, SimScale)	2	4	6 - Medium	Build interoperable workflows using open standards (IFC, API plugins); internal testing
2	Resistance from councils unfamiliar with DT technology	2	2	4 - Low	Provide demos, pilot projects, and align with Digital Twin Victoria (DTV) standards
3	High upfront capital (\$170K) and slow pipeline in Year 1	3	4	7 - Medium	Secure grants, university partnerships, and offer phased deliverables
4	Skilled staff in simulation/VR are in high demand	3	4	7 - Medium	Offer equity incentives, hybrid work model, and invest in R&D opportunities
5	Larger firms (e.g. Arup) entering local markets	3	4	7 - Medium	Emphasize agility, cost-efficiency, and community interface advantages
6	Clients may be cautious sharing sensitive project data	4	3	7 - Medium	Sign NDAs, provide secure hosting, and adopt robust data governance frameworks
7	Clients may delay BIM delivery or approvals	4	2	6 - Medium	Use buffer periods in scheduling, phased contracting, and partial milestone billing

Overall Level/Rating				
0 - 1 = Very Low	2 - 4 = Low	5 - 8 = Medium	9 - 14 = High	15 - 25 = Very High

RISK GUIDE

Likelihood Scales

Very Low	1	Highly unlikely to occur; however, still needs to be monitored as certain circumstances could result in this risk becoming more likely to occur during the project
Low	2	Unlikely to occur, based on current information, as the circumstances likely to trigger the risk are also unlikely to occur
Medium	3	Likely to occur as it is clear that the risk will probably eventuate
High	4	Very likely to occur, based on the circumstances of the project
Very High	5	Highly likely to occur as the circumstances which will cause this risk to eventuate are also very likely to be created

Impact Scales

Very Low	1	Insignificant impact on the project. It is not possible to measure the impact on the project as it is minimal
Low	2	Minor impact on the project, e.g. < 5% deviation in scope, scheduled end-date or project budget
Medium	3	Measurable impact on the project, e.g. 5-10% deviation in scope, scheduled end-date or project budget
High	4	Significant impact on the project, e.g. 10-25% deviation in scope, scheduled end-date or project budget
Very High	5	Major impact on the project, e.g. >25% deviation in scope, scheduled end-date or project budget

RISK MATRIX

Risk Matrix: Likelihood X Impact = Overall Level/Rating

LIKELIHOOD	Very Low	Low	Medium	High	Very High
IMPACT	1	2	3	4	5
Very Low 1	Very Low 1	Low 2	Low 3	Low 4	Medium 5
Low 2	Low 2	Low 4	Medium 6	Medium 8	High 10
Medium 3	Low 3	Medium 6	High 9	High 12	Very High 15
High 4	Low 4	Medium 8	High 12	Very High 16	Very High 20
Very High 5	Medium 5	High 10	Very High 15	Very High 20	Very High 25

Overall Level/Rating				
0 - 1 = Very Low	2 - 4 = Low	5 - 8 = Medium	9 - 14 = High	15 - 25 = Very High