



N O I A

# Eunoia LLC

## Small Business Bond™

### Bond Terms:

**Bond Yield:** 11.00%  
**Target Raise Amount:** \$25,000  
**Offering End Date:** January 9, 2024

**Repayment Period:** 2 years (24 months)  
**Minimum Raise Amount:** \$10,000

### Company Details:

**Name:** Eunoia LLC  
**Founded:** October 15, 2020  
**Address:** 1763 Brunswick Ave Suite A  
Lawrenceville, NJ 08468

**Industry:** Beauty Salons  
**Employees:** 1  
**Website:** <https://www.eunoiahair.com/>

### Use of Funds Allocation:

If the maximum raise is met:

\$20,000 (80.00%) – of the proceeds will go towards working capital- equipment, advertising, training  
\$5,000 (20.00%) – of the proceeds will go towards debt refinance

### Social:

Instagram: 580 Followers

S M B X





**Business Metrics:**

|                         | FY21      | FY22     | YTD 10/23/2023 |
|-------------------------|-----------|----------|----------------|
| Total Assets            | \$8,133   | \$9,099  | \$14,701       |
| Cash & Cash Equivalents | \$4,308   | \$625    | \$5,273        |
| Accounts Receivable     | -\$640    | -\$640   | -\$640         |
| Short-term Debt         | \$200     | \$1,412  | \$4,170        |
| Long-term Debt          | \$0       | \$2,000  | \$9,000        |
| Revenue                 | \$119,814 | \$74,875 | \$30,014       |
| Cost of Goods Sold      | \$5,311   | \$10,768 | \$2,971        |
| Taxes                   | \$0       | \$0      | \$0            |
| Net Income              | -\$2,778  | -\$1,657 | -\$4,415       |

**Recognition:**

**Eunoia LLC (DBA Eunoia Barbershop & Salon)** is for everyone! They offer a range of services for all hair types: hair styling, coloring, simple braids, extensions, and many barbering services. Their commitment to continual education allows us to bring you the best products, services, and trendy styles. After an unsurpassed experience, you will leave their studio feeling completely confident and renewed. Eunoia’s client base has grown significantly year-over-year since 2020, presenting the need for a new salon scheduled to open December 1, 2023.

**About:**

**Eunoia LLC (DBA Eunoia Barbershop & Salon)** is an New Jersey-based salon and barbershop. Eunoia is more than just a place to get a haircut or a new look; it's a celebration of individuality and the beauty that lies in diversity. Their mission is to provide a space where people can unwind, express themselves, and leave feeling more confident than ever.

For more information, contact our Customer Support Team at [support@thesmbx.com](mailto:support@thesmbx.com)

