

Financial Report

\$36,923,858

Planned Budget_Am...

\$37,365,440

Actual Transaction_A...

Planned_Revenue

\$16,974,970

Actual_Revenue :

\$17,958,470

Actual_Revenue

\$17,958,470

NetProfit :

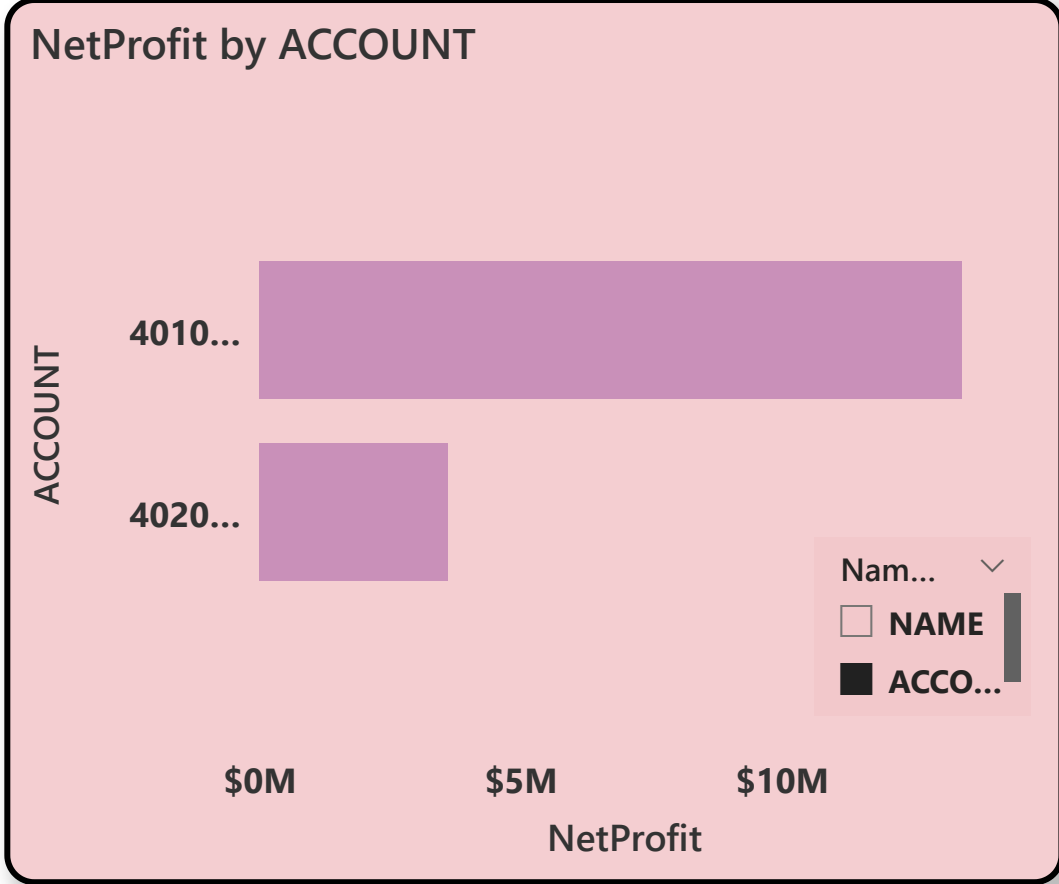
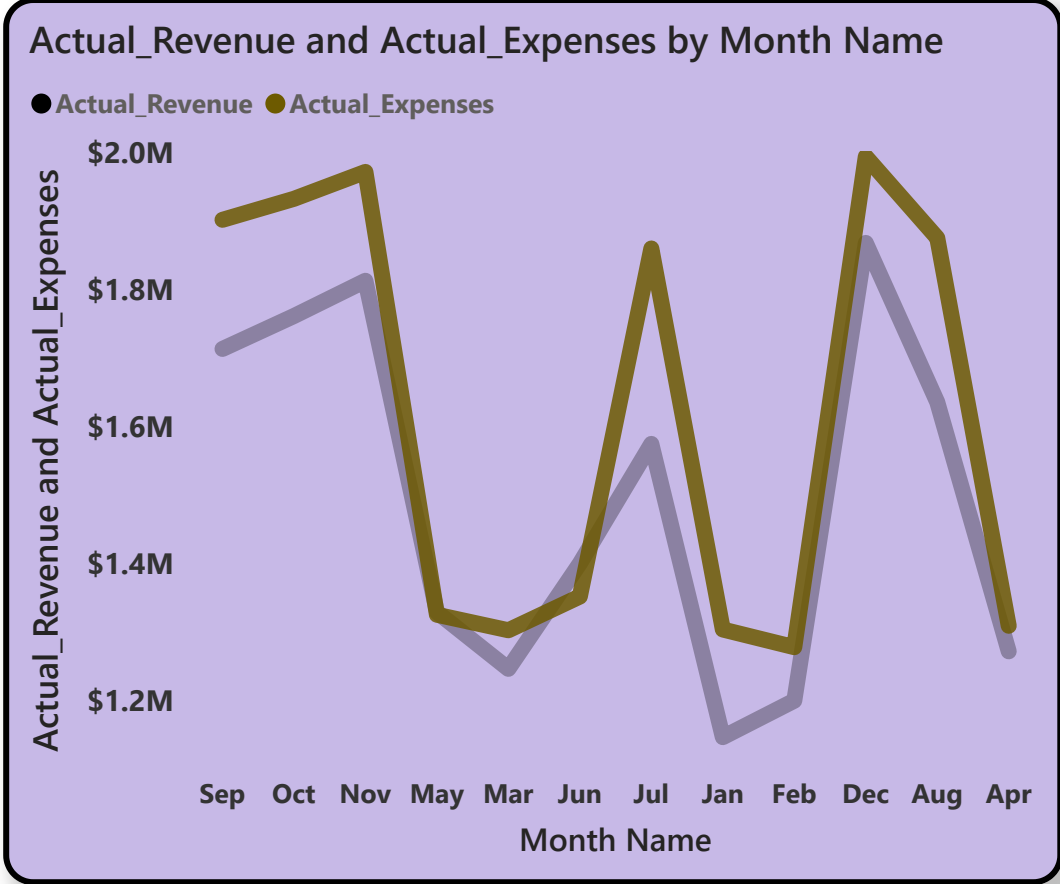
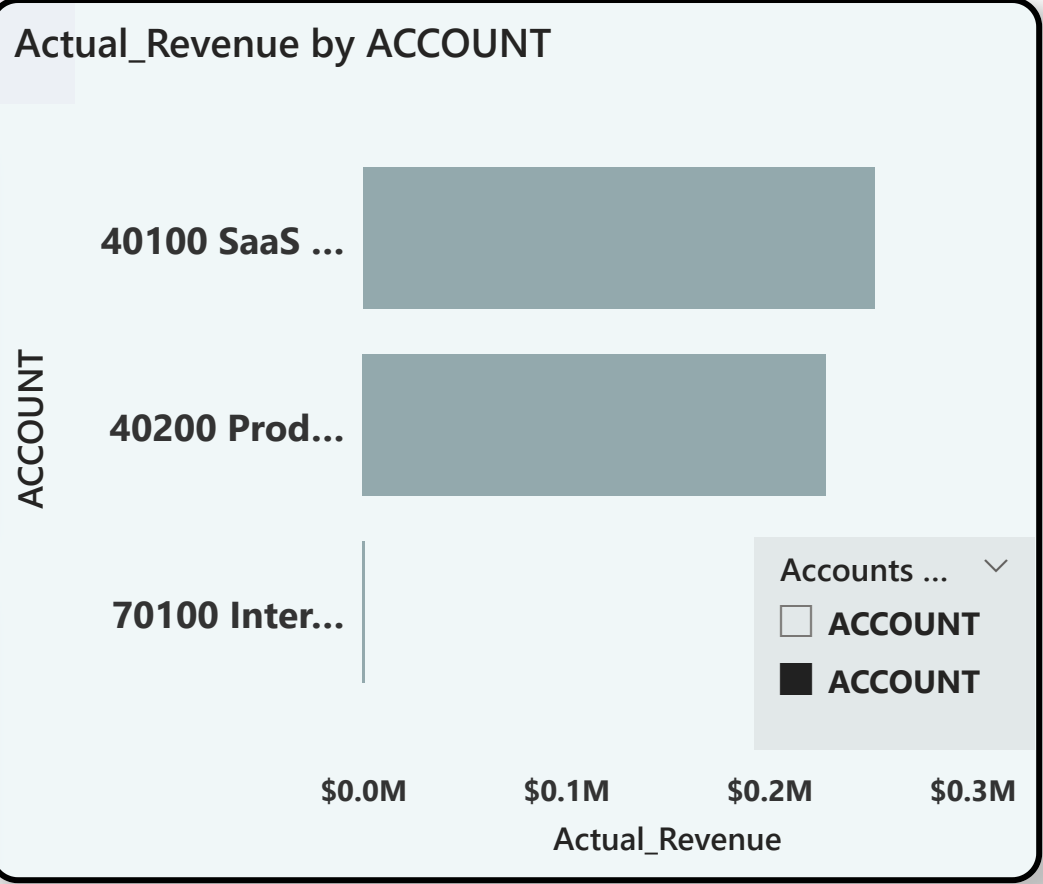
(\$1,448,500)

Transaction

NAME

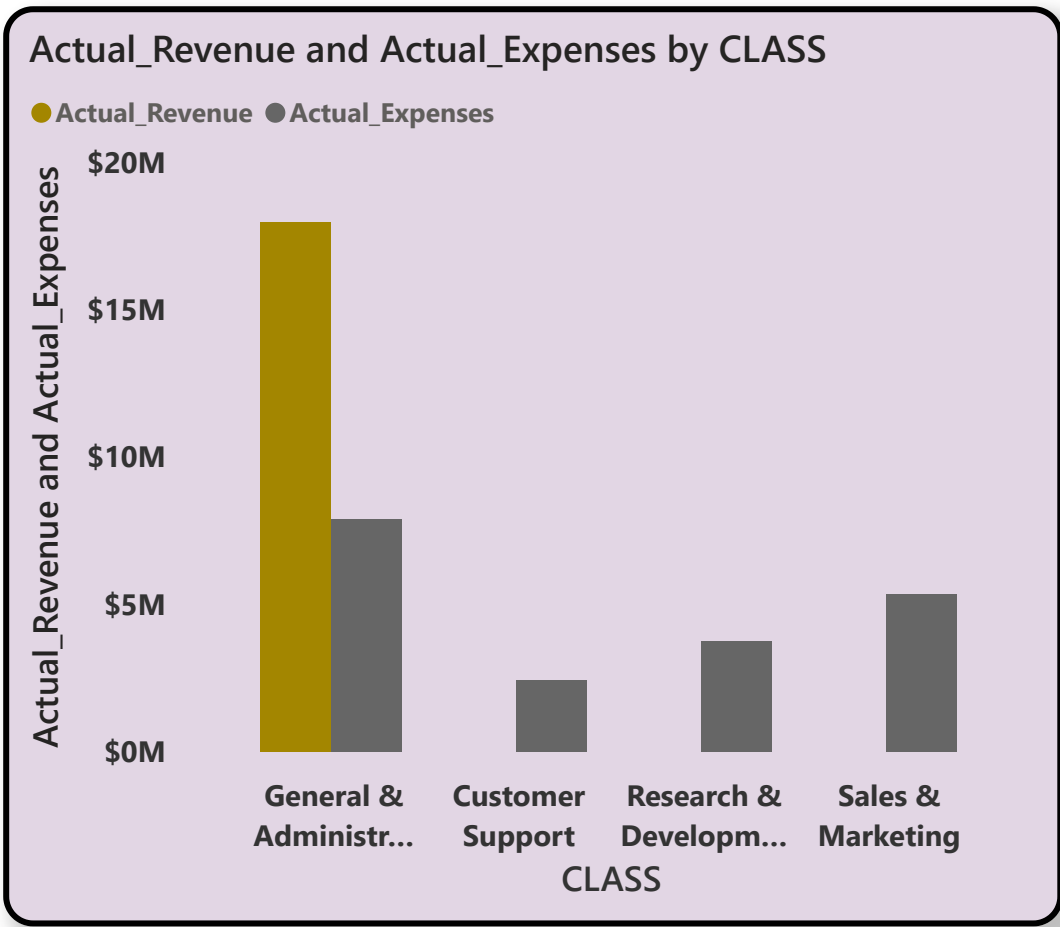
All

DataFlow LTD



LEVEL_01	ACCOUNT	Planned_Expenses	Actual_Expenses	Actual_Revenue
	40100 SaaS Revenue			\$14,037,600
	40200 Product Revenue			\$3,382,000
	50100 Web Domain & Hosting Fees		\$1,264,700	
	50200 Merchant Account Fees		\$370,740	
	50210 Product Costs		\$2,200,500	
	60100 Advertising & Marketing		\$1,107,200	
	60300 Conferences & Events		\$12,000	
	60400 Dues & Subscriptions		\$119,400	
	60500 Insurance		\$149,400	
	60620 Rent & Lease		\$486,000	
	60630 Utilities		\$113,150	
	60700 Professional Services		\$19,400	
	60710 Accounting Fees		\$144,900	
	60720 Consulting Fees		\$272,400	
	60730 Legal Fees		\$162,600	
	60740 Recruiting Fees		\$242,400	
	60800 Payroll Expenses		\$34,200	
	60810 Salary & Wages		\$8,593,500	
	60820 Payroll Taxes		\$687,480	
	60830 Health Insurance		\$1,627,200	
	60840 Payroll Processing Fees		\$27,240	
	60850 Commissions Expense		\$1,238,500	
	61000 Travel, Meals & Entertainment		\$10,900	
	61010 Lodging		\$25,600	
	61020 Meals & Entertainment		\$14,200	
	61030 Travel		\$19,700	
	70100 Interest Income			\$57,820
	80100 Depreciation Expense		\$279,100	
	80200 Interest Expense		\$82,200	
	Total		\$19,304,610	\$17,477,420
Cost of Goods Sold	40200 Product Revenue	\$2,213,100		\$75,000
	50100 Web Domain & Hosting Fees	\$642,250	\$2,000	
	50200 Merchant Account Fees	\$639,500	\$1,500	
	Total	\$3,494,850	\$3,500	\$75,000
Income	40100 SaaS Revenue			\$83,000
	Total			\$83,000
Operating Expenses	40100 SaaS Revenue	\$1,033,950		\$169,000
	40200 Product Revenue	\$101,200		\$153,000
	50100 Web Domain & Hosting Fees	\$48,500	\$4,150	
	50200 Merchant Account Fees	\$8,436,750	\$3,060	
	60100 Advertising & Marketing	\$3,817,250	\$27,200	
	60700 Professional Services	\$369,600	\$9,100	
	60800 Payroll Expenses	\$1,741,588	\$22,100	
	61000 Travel, Meals & Entertainment		\$5,100	
	70100 Interest Income	\$259,200		\$1,050
	80100 Depreciation Expense	\$490,800	\$3,050	
	Total	\$16,298,838	\$73,760	\$323,050
Other Expense	60800 Payroll Expenses	\$155,200	\$11,200	
	Total	\$155,200	\$11,200	
Other Income	60100 Advertising & Marketing		\$13,900	
	Total		\$13,900	
	Total	\$19,948,888	\$19,406,970	\$17,958,470

NAME	Planned_Expenses	Actual_Expenses	Actual_Revenue
WeWork		\$486,000	
Various SMB			\$4,700,000
Various		\$14,200	
Utility Co		\$113,150	
UnitedHealth		\$1,627,200	
United		\$19,700	
TechMatrix Solutions			\$965,800
TechCorp Inc	\$776,400		\$1,991,100
TechConsult		\$272,400	
TechConf		\$12,000	
TalentCo		\$242,400	
SynergySoft Inc			\$174,000
Stripe	\$9,076,250	\$375,300	
Slack		\$67,200	
Quantum Systems			\$925,000
Monthly Depreciation	\$490,800	\$282,150	
Marriott		\$41,600	
LinkedIn Ads	\$832,750	\$52,500	
LinkedIn		\$357,800	



+4.8% | -\$1,448,500

Apr

Aug

Dec

Feb

Jan

Jul

Jun

(\$1M)

NetProfit

