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# Socialyzer

REVENUE PERFORMANCE MANAGEMENT FOR SOCIAL  
MEDIA. POWERED BY SCIENCE.™

## Business Plan

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# Executive Summary

## Who We Are

Socialyzer is the future of marketing. **Our mission** is to enable businesses to drive more revenue via social channels.

We combine artificial intelligence, big data analysis, predictive analytics and psychographics into a next-generation marketing platform for businesses of all shapes and sizes.

Socialyzer is able to tell a business what content they should be sharing in order to engage their audience across social channels, how best to optimize that sharing for maximum engagement, and then track the performance and ROI of that activity through whatever funnel they're driving people to.

## What We Sell

Socialyzer sells two products.

### 1. Socialyzer API

We've built our technology into an open API that allows 3rd-party applications to integrate the power of Socialyzer into their own product. This includes social sharing optimization as well as social analytics and insights.

### 2. Socialyzer RPM Suite

The Socialyzer Revenue Performance Management (RPM) Suite is our own next-generation marketing platform. This solution provides intelligent content suggestion, predictive optimization and analytics to our customers, enabling them to sell more products/services through social media.

## Who We Sell To

Socialyzer has two primary customers.

1. 3rd-party applications/businesses that consume our API in order to provide Socialyzer technology to their end users. These are companies like Hootsuite, Spredfast, UberVu, etc.
2. Businesses and end-users that have a financial incentive behind their social media activity.

## Financial Summary

Socialyzer is seeking \$1.5 million to execute on our vision. This money will be used primarily to fund:

- Infrastructure expansion and development
- Product build-out
- Staffing to reach stated goals
- Customer acquisition
- Ongoing business costs

We expect the business to break even in 9 months based on current projections and reach \$40 million+ in revenue by year 3.

Recent acquisitions in our space include Vitruve (\$300M by Oracle) and Buddy Media (\$689M by Salesforce).

# Company

## Company Overview

Socialyzer is a social revenue performance management platform that combines artificial intelligence, big data analysis and predictive analytics to deliver increased sales from social media channels.

We launched version 1 of our technology in June of 2011 at Startup Weekend in Dallas, TX. We now have over 1800 users, track 20 million twitter accounts on their behalf and have analyzed over 100 million tweets.

We are building the future of marketing.

## Management Team

**Bradley Joyce, Founder & CEO** - Bradley studied Aerospace Engineering at Cal Poly - SLO and worked for The Boeing Company before setting off on his path to be an entrepreneur. Prior to founding Socialyzer he founded and operated a successful software development consultancy and has built over 10 large scale web applications. He sold two of his personal apps, TweetSaver.com and UseQwitter.com to The Next Web in 2011.

**Rocco Stanzione, CTO** - Rocco is an experienced technologist with a deep background in building highly scalable, performant and complex real-time systems for the online ad industry. Prior to joining Socialyzer he was a senior developer at Collective, a leading advertising platform. Rocco is responsible for the technical implementation of Socialyzer algorithms and API platform.

**Jeb Stone, PhD, Chief Scientist** - Jeb is a 14-year Internet veteran with depth in database marketing, business intelligence, predictive modeling, and marketing research. He has generated tens of millions of dollars in incremental revenue through business rule and site optimization, predictive modeling, and new product development at leading websites including Match.com, SuperPages.com, and FareCompare.com. Jeb holds a PhD in experimental psychology with a specialization in marketing.

# Products and Services

## Products and Services

Socialyzer offers two products to our customers. (1) API service (2) Socialyzer RPM Suite.

### **Socialyzer API**

The Socialyzer API is our first product offering that is being made available. This product takes our advanced social media optimization and analytics/insights technology and makes it available to 3rd party developers via a simple, paid, REST API.

### **Socialyzer Revenue Performance Management Suite**

The Socialyzer RPM Suite is our next-generation marketing platform . This product unifies intelligent content suggestion, publishing optimization and analytics into a single package.

Wherever possible, we are also building plugins for other marketing and e-commerce solutions. We are currently building, and will sell, Socialyzer plugins for HootSuite, Hubspot, Shopify, BigCommerce, etc.

## Competitors

There are a number of direct and tangential competitors in our space. Here is a brief summary of some:

**SocialFlow** - Probably our closest competition in the social media optimization space. Enterprise/publisher focused and selling a tool that businesses must use directly.

**PostRocket** - Has some level of content suggestion and publishing optimization for Facebook only.

**CrowdBooster** - consumer focused app, does not offer real-time optimization or an API

**Hearsay** - Does have social analytics piece, no real-time optimization. Enterprise-level pricing.

# Target Market

## Market Overview

"People don't buy what you do, they buy why you do it. - Simon Sinek"

The world of marketing is changing quickly as businesses begin to realize they need to understand why they do what they do, and why customers do what they do.

People don't buy what you do, they buy *why* you do it ... this changes everything. It's this very reality that has brought about the shift from focusing on **demographic** data to **psychographic** data; the activities, interests and opinions of customers.

Business and brands are now realizing that creating and engaging in organic conversation with their customers is extremely powerful in strengthening that WHY connection and is crucial to their business. The question then becomes, how do they accomplish this.

There are 4 exploding trends in marketing right now that point to businesses trying to solve this.

### 1. Social Media Marketing

Marketing on social platforms is absolutely skyrocketing. The CEO of Coca-Cola said in a recent interview that 20% of their marketing budget will be spent on social media, up from just 3% a few years ago. This trend is expected to continue for businesses of all sizes.

Gartner estimates this market will reach \$3 billion by 2014.

### 2. Business Intelligence (3.0)

The world of business intelligence is changing rapidly with the introduction of new tools to analyze the massive amounts of data companies are generating and storing. With the introduction of highly relevant social data, this becomes even more powerful.

Gartner estimates that the BI market alone will reach \$81 billion by 2014 and \$136 billion by 2020.

### 3. Predictive Analytics



In a recent report, Gartner tapped predictive analytics as the next big trend inside of Business Intelligence. Their surveys show that only 3% of businesses are using predictive analytics, but it's allowing those companies to grow 20% faster than their competition.

Predictive models can be applied to data collected from social media to optimize social activity in an extremely powerful and effective fashion.

#### **4. Shift from Demographics to Psychographics**

Marketers have always tried to appeal to customers' emotions. However, demographic data (such as age, sex, location) has always been held in high esteem. Now, social networks make it much easier to access psychographic (interests, activities and opinions) information of customers.

Harnessing this information allows a business to connect with customers on an emotional level.

## **Market Needs**

Our target customers are organizations that realize they need to be marketing across social channels, have a financial incentive to do so, and wish to maximize ROI.

Their current problem is that they have no simple and effective way of understanding what content they need to be creating and publishing to engage their audience on an emotional level, how best to optimize the publishing of that content for maximum impact, nor how to track and report on the results.

Socialyzer puts the power of an entire data science team coupled with social-savvy marketing prowess into the hands of businesses.

# Strategy and Implementation

## Marketing Plan

### Overview

Our marketing plan is comprised of three primary strategies.

1. Go to market with API first
2. Build on the backs of giants
3. Effective inbound and viral marketing

### Positioning

For developers that want to provide their users with the absolute most effective and simple way to optimize their social media activity.

For businesses that want the absolute most effective and simple way to optimize their social media activity.

### Pricing

#### Platform Partner Pricing

With our platform partner integrations, Socialyzer will charge the end user directly for using our service. Pricing will be as follows:

\$5 per month per 1000 friends/followers tracked

Example: If a user has 2000 fans on their Facebook page and 3000 twitter followers, their total charge will be  $(2000+3000)/1000 * \$5 = \$25/\text{month}$

#### Integration Partner Pricing

Socialyzer will charge our integration partners directly for access and use of our API. Pricing is as follows:

\$500 per month access fee

\$2 per month per 1000 friends/followers tracked across all user accounts

\$0.10 per 1000 API calls w/ 10,000 free API calls per month

Example: Partner X has 5000 users that they've enabled Socialyzer optimization for. These user have a combined total of 200,000 friends/followers. Partner X makes 50,000 API calls per month. The total charge to Partner X is  $\$500 + (200,000/1000)*\$2 + (50,000 - 10,000)/1000 * 0.1 = \$904/\text{month}$

## Promotion & Distribution

### 1. Go to market with API first

By launching our API as our first product, we will create the world's first social media optimization API. This, along with the partnerships we're creating, will allow us to generate a lot of buzz around our launch.

### 2. Build on the backs of giants

Because we have an open API, we'll be able to build integrations on top of other platforms/applications that allow us to extend our reach much faster. Our first plugin to be launched is Socialyzer for HootSuite. HootSuite is a leading social media management tool with over 3.5 million users. We've secured a co-marketing and promotion deal with HootSuite that will instantly put Socialyzer in front of those 3.5 users.

We will launch similar plugins across a variety of other platforms (ie, Jive, Yammer, etc).

This allows us to scale our user base much more quickly and cheaply.

### 3. Effective inbound and viral marketing

A key piece of our early marketing strategy is creating viral ways to bring users to us. We'll do this with the launch of 2 micro-sites. They are:

- **WhatTimeShouldITweet.com** - This site will allow a user to connect their Twitter account and view the most optimal time for them to tweet, based on the Socialyzer optimization engine recommendation. They will then be presented with the option to tweet their result in exchange for seeing their top 5 timeslots. They will also be able to publish that to Facebook and like our page in exchange for receiving their top 3 timeslots for each day of the week.
- **TweetBetter.me** - This site will allow a user to connect their Twitter account to receive a full, detailed report on how they can tweet better. This report will be generated based on data collected by Socialyzer and will show them information such as where their followers are located, the times their followers are most active online, the topics their audience finds interesting, etc.

## Milestones

### Major Milestones:

- Launch API private beta - accomplished 6/11/12
- Launch Socialyzer for HootSuite - target 8/1/12
- Launch WhatTimeShouldITweet.com - target 8/15/12
- Launch TweetBetter.me - target 8/31/12
- Announce first production API integration target 10/1/12
- Secure 5 API partners in production - target 1/01/13
- Launch Socialyzer Marketing Suite v1 - target 6/01/13

# Financial Plan

## Sales Forecast

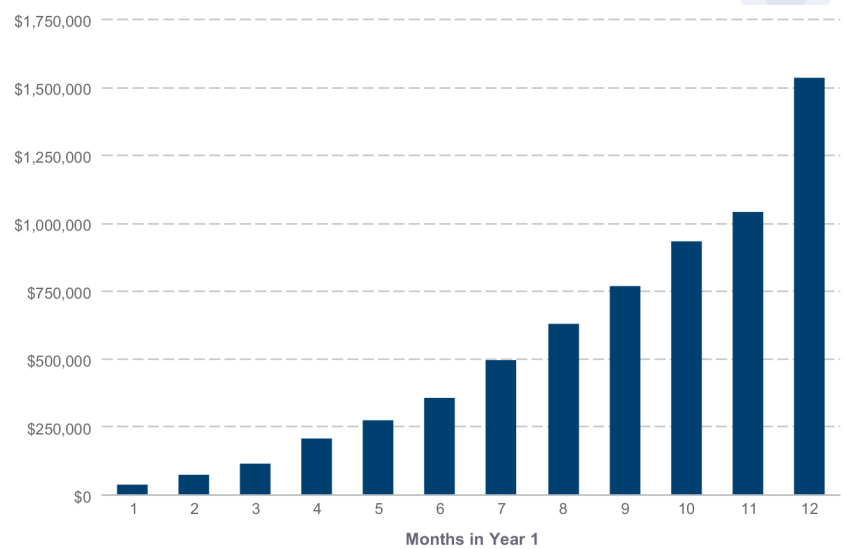
**Sales Forecast Table**

	Year 1	Year 2	Year 3
<b>Unit Sales</b>			
Integration Partner (API) Sales	310	500	1,500
Socialyzer RPM Suite	8,700	18,000	45,000
<b>Price Per Unit</b>			
Integration Partner (API) Sales	\$5,500	\$5,500	\$5,500
Socialyzer RPM Suite	\$549	\$549	\$549
<b>Sales</b>			
Integration Partner (API) Sales	\$1,705,000	\$2,750,000	\$8,250,000
Socialyzer RPM Suite	\$4,776,300	\$9,882,000	\$24,705,000
<b>Total Sales</b>	<b>\$6,481,300</b>	<b>\$12,632,000</b>	<b>\$32,955,000</b>
<b>Direct Cost Per Unit</b>			
Integration Partner (API) Sales	\$440	\$440	\$440
Socialyzer RPM Suite	\$5	\$5	\$5
<b>Direct Cost</b>			
Integration Partner (API) Sales	\$136,400	\$220,000	\$660,000
Socialyzer RPM Suite	\$43,500	\$90,000	\$225,000
<b>Total Direct Cost</b>	<b>\$179,900</b>	<b>\$310,000</b>	<b>\$885,000</b>
Gross Margin	\$6,301,400	\$12,322,000	\$32,070,000
<b>Gross Margin %</b>	<b>97%</b>	<b>98%</b>	<b>97%</b>

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Sales by Month



About the Sales Forecast

Personnel Plan

Personnel Table

	Year 1	Year 2	Year 3
CEO	\$84,000	\$84,000	\$84,000
CTO	\$108,000	\$108,000	\$108,000
Chief Scientist	\$90,000	\$120,000	\$120,000
Senior Engineer	\$82,500	\$90,000	\$90,000
Engineering Contractor	\$60,000	\$60,000	\$60,000
Design Contractor	\$24,000	\$24,000	\$24,000
Admin	\$48,000	\$48,000	\$48,000
CFO	\$58,335	\$110,000	\$121,000
CMO	\$91,668	\$121,000	\$133,100
Total	\$646,503	\$765,000	\$788,100

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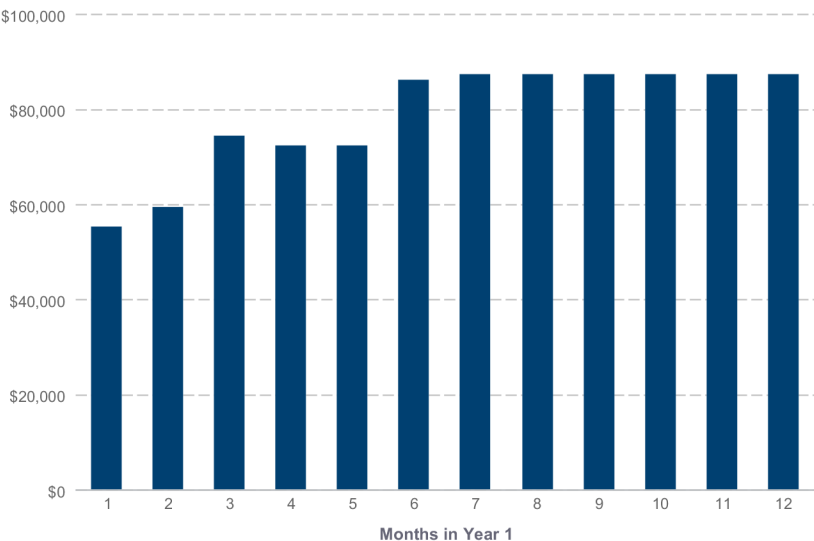
## About the Personnel Plan

# Budget

### Budget Table

	Year 1	Year 2	Year 3
<b>Expenses</b>			
Salary	\$646,503	\$765,000	\$788,100
Employee Related Expenses	\$112,503	\$136,200	\$140,820
Marketing & Promotion	\$103,000	\$200,000	\$300,000
Rent	\$38,000	\$50,000	\$60,000
Utilities	\$12,000	\$14,000	\$16,000
Office Supplies	\$5,000	\$5,000	\$5,000
Insurance	\$28,000	\$40,000	\$50,000
<b>Total Expenses</b>	<b>\$945,006</b>	<b>\$1,210,200</b>	<b>\$1,359,920</b>
<b>Major Purchases</b>			
Computer Equipment	\$15,000	\$0	\$0
Office Furniture	\$5,000	\$0	\$0
<b>Total Major Purchases</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$0</b>

Expenses by Month



About the Budget

Startup Costs

Cash Flow Assumptions

Cash Flow Assumptions

Cash Inflow		
% of Sales on Credit		40%
Avg Collection Period (Days)		30
Cash Outflow		
% of Purchases on Credit		50%
Avg Payment Delay (Days)		30



## About the Cash Flow Assumptions

# Loans and Investments

## Loans and Investments Table

	Year 1	Year 2	Year 3
<b>Series A Financing</b>			
Equity investment	\$1,500,000	\$0	\$0
<b>Total Amount Received</b>	\$1,500,000	\$0	\$0

## Sources of Funds

Socialyzer is currently seeking to raise a \$1.5 million Series A from institutional investors.

## Use of Funds

Socialyzer will use the proceeds of our Series A financing for the following:

- continued infrastructure build out to support product
- product development of platform partner integrations, starting with Jive & Yammer
- scale engineering team to required levels
- initial marketing push and integration partner sales efforts
- launch of Socialyzer Marketing Suite
- ongoing operational costs

This financing will allow us to scale our platform to support millions of users and billions of API transactions. We also fully expect to reach profitability without the need for further financing.

# Financial Statements

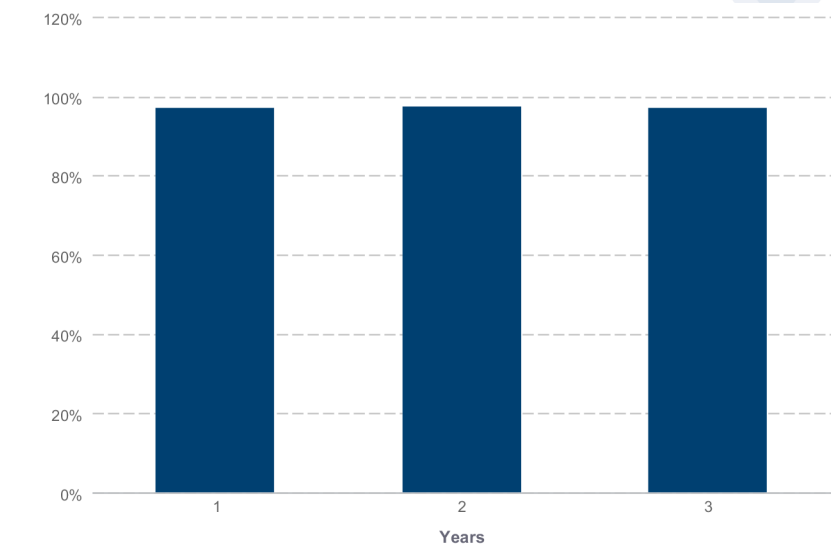
## Profit and Loss Statement

### Profit and Loss Statement

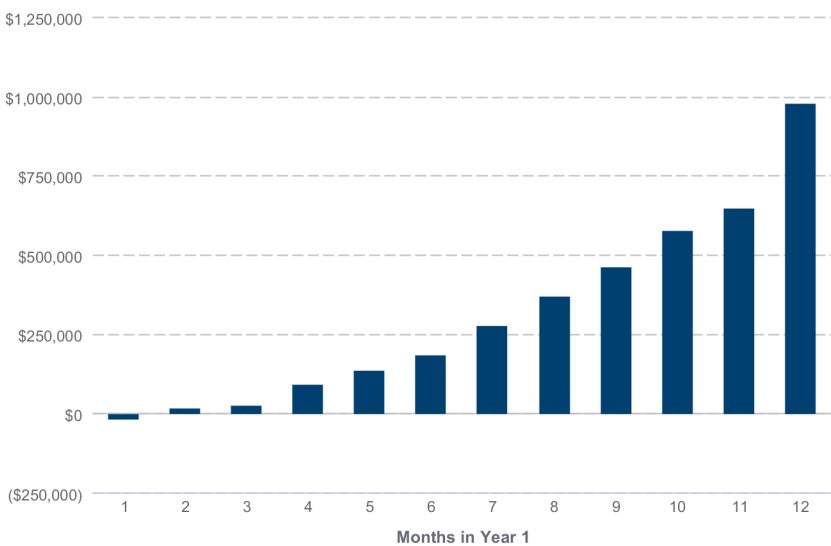
	Year 1	Year 2	Year 3
<b>Revenue</b>	<b>\$6,481,300</b>	<b>\$12,632,000</b>	<b>\$32,955,000</b>
<b>Direct Cost</b>	<b>\$179,900</b>	<b>\$310,000</b>	<b>\$885,000</b>
Gross Margin	\$6,301,400	\$12,322,000	\$32,070,000
<b>Gross Margin %</b>	<b>97%</b>	<b>98%</b>	<b>97%</b>
<b>Expenses</b>			
Salary	\$646,503	\$765,000	\$788,100
Employee Related Expenses	\$112,503	\$136,200	\$140,820
Marketing & Promotion	\$103,000	\$200,000	\$300,000
Rent	\$38,000	\$50,000	\$60,000
Utilities	\$12,000	\$14,000	\$16,000
Office Supplies	\$5,000	\$5,000	\$5,000
Insurance	\$28,000	\$40,000	\$50,000
<b>Total Expenses</b>	<b>\$945,006</b>	<b>\$1,210,200</b>	<b>\$1,359,920</b>
<b>Operating Income</b>	<b>\$5,356,394</b>	<b>\$11,111,800</b>	<b>\$30,710,080</b>
Interest Incurred	\$0	\$0	\$0
Depreciation and Amortization	\$4,000	\$4,000	\$4,000
Income Taxes	\$1,605,718	\$3,332,340	\$9,211,824
<b>Net Profit</b>	<b>\$3,746,676</b>	<b>\$7,775,460</b>	<b>\$21,494,256</b>
<b>Net Profit / Sales</b>	<b>58%</b>	<b>62%</b>	<b>65%</b>

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Gross Margin by Year



Net Profit (or Loss) by Month



## About the Profit and Loss Statement

# Balance Sheet

## Balance Sheet

As of Period's End	Year 1	Year 2	Year 3
Cash	\$4,649,105	\$12,614,203	\$33,464,727
Accounts Receivable	\$615,280	\$421,800	\$1,098,500
Inventory	\$0	\$0	\$0
<b>Total Current Assets</b>	<b>\$5,264,385</b>	<b>\$13,036,003</b>	<b>\$34,563,227</b>
Long-Term Assets	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$4,000)	(\$8,000)	(\$12,000)
<b>Total Long-Term Assets</b>	<b>\$16,000</b>	<b>\$12,000</b>	<b>\$8,000</b>
<b>Total Assets</b>	<b>\$5,280,385</b>	<b>\$13,048,003</b>	<b>\$34,571,227</b>
Accounts Payable	\$33,709	\$25,867	\$54,835
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0
<b>Total Current Liabilities</b>	<b>\$33,709</b>	<b>\$25,867</b>	<b>\$54,835</b>
Long-Term Debt	\$0	\$0	\$0
<b>Total Liabilities</b>	<b>\$33,709</b>	<b>\$25,867</b>	<b>\$54,835</b>
Paid-In Capital	\$1,500,000	\$1,500,000	\$1,500,000
Retained Earnings	\$0	\$3,746,676	\$11,522,136
Earnings	\$3,746,676	\$7,775,460	\$21,494,256
<b>Total Owner's Equity</b>	<b>\$5,246,676</b>	<b>\$13,022,136</b>	<b>\$34,516,392</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$5,280,385</b>	<b>\$13,048,003</b>	<b>\$34,571,227</b>

## About the Balance Sheet

## Cash Flow Statement

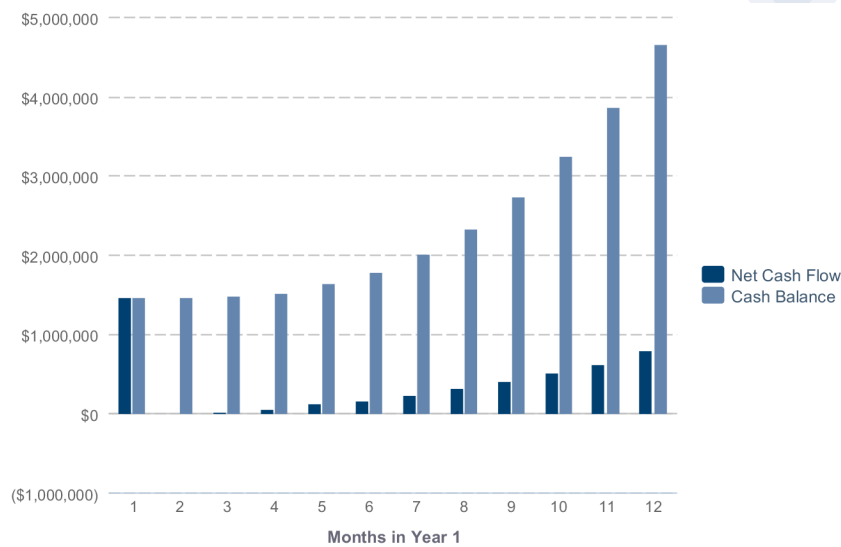
## Cash Flow Statement

	Year 1	Year 2	Year 3
<b>Operations</b>			
Net Profit	\$3,746,676	\$7,775,460	\$21,494,256
Depreciation and Amortization	\$4,000	\$4,000	\$4,000
Change in Accounts Receivable	(\$615,280)	\$193,480	(\$676,700)
Change in Inventory	\$0	\$0	\$0
Change in Accounts Payable	\$33,709	(\$7,842)	\$28,968
Change in Sales Taxes Payable	\$0	\$0	\$0
<b>Net Cash Flow from Operations</b>	<b>\$3,169,105</b>	<b>\$7,965,098</b>	<b>\$20,850,524</b>
<b>Investing &amp; Financing</b>			
Assets Purchased or Sold	(\$20,000)	\$0	\$0
Investments Received	\$1,500,000	\$0	\$0
Change in Short-Term Debt	\$0	\$0	\$0
Change in Long-Term Debt	\$0	\$0	\$0
<b>Net Cash Flow from Investing &amp; Financing</b>	<b>\$1,480,000</b>	<b>\$0</b>	<b>\$0</b>
Cash at Beginning of Period	\$0	\$4,649,105	\$12,614,203
Net Change in Cash	\$4,649,105	\$7,965,098	\$20,850,524
<b>Cash at End of Period</b>	<b>\$4,649,105</b>	<b>\$12,614,203</b>	<b>\$33,464,727</b>

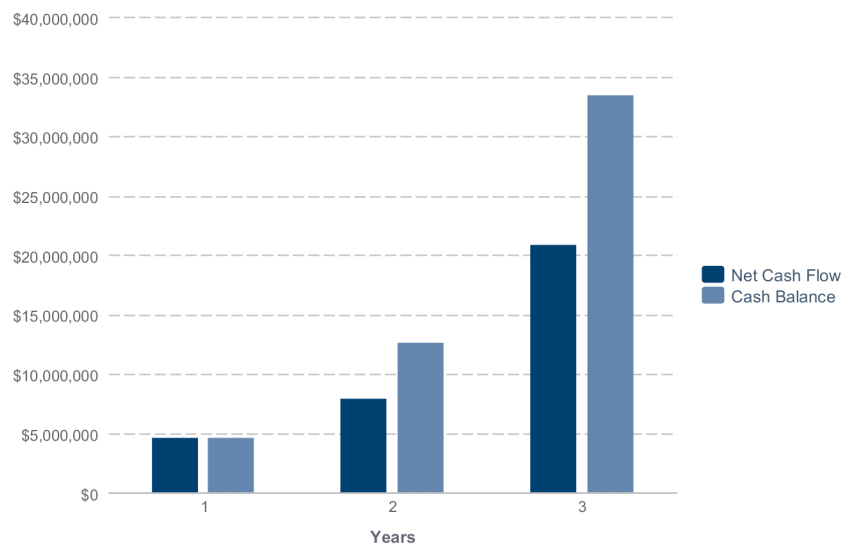
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Cash Flow by Month



Cash Flow by Year



About the Cash Flow Statement

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# Appendix

## Sales Forecast

**Sales Forecast Table (With Monthly Detail)**

Year 1	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12
<b>Unit Sales</b>												
Integration Partner (API) Sales	2	4	6	8	10	15	20	25	30	40	50	100
Socialyzer RPM Suite	50	100	150	300	400	500	700	900	1,100	1,300	1,400	1,800
<b>Price Per Unit</b>												
Integration Partner (API) Sales	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500
Socialyzer RPM Suite	\$549	\$549	\$549	\$549	\$549	\$549	\$549	\$549	\$549	\$549	\$549	\$549
<b>Sales</b>												
Integration Partner (API) Sales	\$11,000	\$22,000	\$33,000	\$44,000	\$55,000	\$82,500	\$110,000	\$137,500	\$165,000	\$220,000	\$275,000	\$550,000
Socialyzer RPM Suite	\$27,450	\$54,900	\$82,350	\$164,700	\$219,600	\$274,500	\$384,300	\$494,100	\$603,900	\$713,700	\$768,600	\$988,200
<b>Total Sales</b>	<b>\$38,450</b>	<b>\$76,900</b>	<b>\$115,350</b>	<b>\$208,700</b>	<b>\$274,600</b>	<b>\$357,000</b>	<b>\$494,300</b>	<b>\$631,600</b>	<b>\$768,900</b>	<b>\$933,700</b>	<b>\$1,043,600</b>	<b>\$1,538,200</b>
<b>Direct Cost Per Unit</b>												
Integration Partner (API) Sales	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$440
Socialyzer RPM Suite	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5
<b>Direct Cost</b>												

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Integration Partner (API) Sales	\$880	\$1,760	\$2,640	\$3,520	\$4,400	\$6,600	\$8,800	\$11,000	\$13,200	\$17,600	\$22,000	\$44,000
Socialyzer RPM Suite	\$250	\$500	\$750	\$1,500	\$2,000	\$2,500	\$3,500	\$4,500	\$5,500	\$6,500	\$7,000	\$9,000
<b>Total Direct Cost</b>	<b>\$1,130</b>	<b>\$2,260</b>	<b>\$3,390</b>	<b>\$5,020</b>	<b>\$6,400</b>	<b>\$9,100</b>	<b>\$12,300</b>	<b>\$15,500</b>	<b>\$18,700</b>	<b>\$24,100</b>	<b>\$29,000</b>	<b>\$53,000</b>
Gross Margin	\$37,320	\$74,640	\$111,960	\$203,680	\$268,200	\$347,900	\$482,000	\$616,100	\$750,200	\$909,600	\$1,014,600	\$1,485,200
<b>Gross Margin %</b>	<b>97%</b>	<b>97%</b>	<b>97%</b>	<b>98%</b>	<b>98%</b>	<b>97%</b>	<b>98%</b>	<b>98%</b>	<b>98%</b>	<b>97%</b>	<b>97%</b>	<b>97%</b>

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	Year 1	Year 2	Year 3
<b>Unit Sales</b>			
Integration Partner (API) Sales	310	500	1,500
Socialyzer RPM Suite	8,700	18,000	45,000
<b>Price Per Unit</b>			
Integration Partner (API) Sales	\$5,500	\$5,500	\$5,500
Socialyzer RPM Suite	\$549	\$549	\$549
<b>Sales</b>			
Integration Partner (API) Sales	\$1,705,000	\$2,750,000	\$8,250,000
Socialyzer RPM Suite	\$4,776,300	\$9,882,000	\$24,705,000
<b>Total Sales</b>	<b>\$6,481,300</b>	<b>\$12,632,000</b>	<b>\$32,955,000</b>
<b>Direct Cost Per Unit</b>			
Integration Partner (API) Sales	\$440	\$440	\$440
Socialyzer RPM Suite	\$5	\$5	\$5
<b>Direct Cost</b>			
Integration Partner (API) Sales	\$136,400	\$220,000	\$660,000
Socialyzer RPM Suite	\$43,500	\$90,000	\$225,000
<b>Total Direct Cost</b>	<b>\$179,900</b>	<b>\$310,000</b>	<b>\$885,000</b>
Gross Margin	\$6,301,400	\$12,322,000	\$32,070,000
<b>Gross Margin %</b>	<b>97%</b>	<b>98%</b>	<b>97%</b>

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## Personnel Plan

**Personnel Table (With Monthly Detail)**

Year 1	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12
CEO	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
CTO	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000
Chief Scientist	\$0	\$0	\$0	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Senior Engineer	\$0	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Engineering Contractor	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Design Contractor	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Admin	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
CFO	\$0	\$0	\$0	\$0	\$0	\$8,333	\$8,333	\$8,333	\$8,334	\$8,334	\$8,334	\$8,334
CMO	\$0	\$0	\$9,166	\$9,166	\$9,167	\$9,167	\$9,167	\$9,167	\$9,167	\$9,167	\$9,167	\$9,167
<b>Total</b>	<b>\$27,000</b>	<b>\$34,500</b>	<b>\$43,666</b>	<b>\$53,666</b>	<b>\$53,667</b>	<b>\$62,000</b>	<b>\$62,000</b>	<b>\$62,000</b>	<b>\$62,001</b>	<b>\$62,001</b>	<b>\$62,001</b>	<b>\$62,001</b>

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	Year 1	Year 2	Year 3
CEO	\$84,000	\$84,000	\$84,000
CTO	\$108,000	\$108,000	\$108,000
Chief Scientist	\$90,000	\$120,000	\$120,000
Senior Engineer	\$82,500	\$90,000	\$90,000
Engineering Contractor	\$60,000	\$60,000	\$60,000
Design Contractor	\$24,000	\$24,000	\$24,000
Admin	\$48,000	\$48,000	\$48,000
CFO	\$58,335	\$110,000	\$121,000
CMO	\$91,668	\$121,000	\$133,100
<b>Total</b>	<b>\$646,503</b>	<b>\$765,000</b>	<b>\$788,100</b>

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# Budget

## Budget Table (With Monthly Detail)

Year 1	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12
<b>Expenses</b>												
Salary	\$27,000	\$34,500	\$43,666	\$53,666	\$53,667	\$62,000	\$62,000	\$62,000	\$62,001	\$62,001	\$62,001	\$62,001
Employee Related Expenses	\$4,000	\$5,500	\$7,333	\$9,333	\$9,333	\$11,000	\$11,000	\$11,000	\$11,001	\$11,001	\$11,001	\$11,001
Marketing & Promotion	\$20,000	\$15,000	\$10,000	\$5,000	\$5,000	\$6,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
Rent	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Utilities	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Office Supplies	\$416	\$416	\$416	\$416	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Insurance	\$1,000	\$1,000	\$10,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
<b>Total Expenses</b>	<b>\$55,416</b>	<b>\$59,416</b>	<b>\$74,415</b>	<b>\$72,415</b>	<b>\$72,417</b>	<b>\$86,417</b>	<b>\$87,417</b>	<b>\$87,417</b>	<b>\$87,419</b>	<b>\$87,419</b>	<b>\$87,419</b>	<b>\$87,419</b>
<b>Major Purchases</b>												
Computer Equipment	\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Office Furniture	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Major Purchases</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

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	Year 1	Year 2	Year 3
<b>Expenses</b>			
Salary	\$646,503	\$765,000	\$788,100
Employee Related Expenses	\$112,503	\$136,200	\$140,820
Marketing & Promotion	\$103,000	\$200,000	\$300,000
Rent	\$38,000	\$50,000	\$60,000
Utilities	\$12,000	\$14,000	\$16,000
Office Supplies	\$5,000	\$5,000	\$5,000
Insurance	\$28,000	\$40,000	\$50,000
<b>Total Expenses</b>	<b>\$945,006</b>	<b>\$1,210,200</b>	<b>\$1,359,920</b>
<b>Major Purchases</b>			
Computer Equipment	\$15,000	\$0	\$0
Office Furniture	\$5,000	\$0	\$0
<b>Total Major Purchases</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$0</b>

## Loans and Investments

### Loans and Investments Table (With Monthly Detail)

Year 1	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12
<b>Series A Financing</b> Equity investment	\$1,500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Amount Received</b>	<b>\$1,500,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

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	Year 1	Year 2	Year 3
Series A Financing			
Equity investment	\$1,500,000	\$0	\$0
Total Amount Received	\$1,500,000	\$0	\$0

# Profit and Loss Statement

## Profit and Loss Statement (With Monthly Detail)

Year 1	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12
<b>Revenue</b>	<b>\$38,450</b>	<b>\$76,900</b>	<b>\$115,350</b>	<b>\$208,700</b>	<b>\$274,600</b>	<b>\$357,000</b>	<b>\$494,300</b>	<b>\$631,600</b>	<b>\$768,900</b>	<b>\$933,700</b>	<b>\$1,043,600</b>	<b>\$1,538,200</b>
<b>Direct Cost</b>	<b>\$1,130</b>	<b>\$2,260</b>	<b>\$3,390</b>	<b>\$5,020</b>	<b>\$6,400</b>	<b>\$9,100</b>	<b>\$12,300</b>	<b>\$15,500</b>	<b>\$18,700</b>	<b>\$24,100</b>	<b>\$29,000</b>	<b>\$53,000</b>
Gross Margin	\$37,320	\$74,640	\$111,960	\$203,680	\$268,200	\$347,900	\$482,000	\$616,100	\$750,200	\$909,600	\$1,014,600	\$1,485,200
<b>Gross Margin %</b>	<b>97%</b>	<b>97%</b>	<b>97%</b>	<b>98%</b>	<b>98%</b>	<b>97%</b>	<b>98%</b>	<b>98%</b>	<b>98%</b>	<b>97%</b>	<b>97%</b>	<b>97%</b>
<b>Expenses</b>												
Salary	\$27,000	\$34,500	\$43,666	\$53,666	\$53,667	\$62,000	\$62,000	\$62,000	\$62,001	\$62,001	\$62,001	\$62,001
Employee Related Expenses	\$4,000	\$5,500	\$7,333	\$9,333	\$9,333	\$11,000	\$11,000	\$11,000	\$11,001	\$11,001	\$11,001	\$11,001
Marketing & Promotion	\$20,000	\$15,000	\$10,000	\$5,000	\$5,000	\$6,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
Rent	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Utilities	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Office Supplies	\$416	\$416	\$416	\$416	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Insurance	\$1,000	\$1,000	\$10,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
<b>Total Expenses</b>	<b>\$55,416</b>	<b>\$59,416</b>	<b>\$74,415</b>	<b>\$72,415</b>	<b>\$72,417</b>	<b>\$86,417</b>	<b>\$87,417</b>	<b>\$87,417</b>	<b>\$87,419</b>	<b>\$87,419</b>	<b>\$87,419</b>	<b>\$87,419</b>
<b>Operating Income</b>	<b>(\$18,096)</b>	<b>\$15,224</b>	<b>\$37,545</b>	<b>\$131,265</b>	<b>\$195,783</b>	<b>\$261,483</b>	<b>\$394,583</b>	<b>\$528,683</b>	<b>\$662,781</b>	<b>\$822,181</b>	<b>\$927,181</b>	<b>\$1,397,781</b>
Interest Incurred	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation and Amortization	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$334	\$334	\$334	\$334
Income Taxes	\$0	\$0	\$10,102	\$39,280	\$58,635	\$78,345	\$118,275	\$158,505	\$198,734	\$246,554	\$278,054	\$419,234
<b>Net Profit</b>	<b>(\$18,429)</b>	<b>\$14,891</b>	<b>\$27,110</b>	<b>\$91,652</b>	<b>\$136,815</b>	<b>\$182,805</b>	<b>\$275,975</b>	<b>\$369,845</b>	<b>\$463,713</b>	<b>\$575,293</b>	<b>\$648,793</b>	<b>\$978,213</b>

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<b>Net Profit / Sales</b>	<b>(48%)</b>	<b>19%</b>	<b>24%</b>	<b>44%</b>	<b>50%</b>	<b>51%</b>	<b>56%</b>	<b>59%</b>	<b>60%</b>	<b>62%</b>	<b>62%</b>	<b>64%</b>
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	Year 1	Year 2	Year 3
<b>Revenue</b>	<b>\$6,481,300</b>	<b>\$12,632,000</b>	<b>\$32,955,000</b>
<b>Direct Cost</b>	<b>\$179,900</b>	<b>\$310,000</b>	<b>\$885,000</b>
Gross Margin	\$6,301,400	\$12,322,000	\$32,070,000
<b>Gross Margin %</b>	<b>97%</b>	<b>98%</b>	<b>97%</b>
<b>Expenses</b>			
Salary	\$646,503	\$765,000	\$788,100
Employee Related Expenses	\$112,503	\$136,200	\$140,820
Marketing & Promotion	\$103,000	\$200,000	\$300,000
Rent	\$38,000	\$50,000	\$60,000
Utilities	\$12,000	\$14,000	\$16,000
Office Supplies	\$5,000	\$5,000	\$5,000
Insurance	\$28,000	\$40,000	\$50,000
<b>Total Expenses</b>	<b>\$945,006</b>	<b>\$1,210,200</b>	<b>\$1,359,920</b>
<b>Operating Income</b>	<b>\$5,356,394</b>	<b>\$11,111,800</b>	<b>\$30,710,080</b>
Interest Incurred	\$0	\$0	\$0
Depreciation and Amortization	\$4,000	\$4,000	\$4,000
Income Taxes	\$1,605,718	\$3,332,340	\$9,211,824
<b>Net Profit</b>	<b>\$3,746,676</b>	<b>\$7,775,460</b>	<b>\$21,494,256</b>
<b>Net Profit / Sales</b>	<b>58%</b>	<b>62%</b>	<b>65%</b>

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# Balance Sheet

## Balance Sheet (With Monthly Detail)

As of Period's End	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12
Cash	\$1,459,297	\$1,457,206	\$1,471,834	\$1,520,294	\$1,631,773	\$1,785,300	\$2,008,789	\$2,325,646	\$2,736,374	\$3,248,780	\$3,856,398	\$4,649,105
Accounts Receivable	\$15,380	\$30,760	\$46,140	\$83,480	\$109,840	\$142,800	\$197,720	\$252,640	\$307,560	\$373,480	\$417,440	\$615,280
Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Current Assets</b>	<b>\$1,474,677</b>	<b>\$1,487,966</b>	<b>\$1,517,974</b>	<b>\$1,603,774</b>	<b>\$1,741,613</b>	<b>\$1,928,100</b>	<b>\$2,206,509</b>	<b>\$2,578,286</b>	<b>\$3,043,934</b>	<b>\$3,622,260</b>	<b>\$4,273,838</b>	<b>\$5,264,385</b>
Long-Term Assets	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$333)	(\$666)	(\$999)	(\$1,332)	(\$1,665)	(\$1,998)	(\$2,331)	(\$2,664)	(\$2,998)	(\$3,332)	(\$3,666)	(\$4,000)
<b>Total Long-Term Assets</b>	<b>\$19,667</b>	<b>\$19,334</b>	<b>\$19,001</b>	<b>\$18,668</b>	<b>\$18,335</b>	<b>\$18,002</b>	<b>\$17,669</b>	<b>\$17,336</b>	<b>\$17,002</b>	<b>\$16,668</b>	<b>\$16,334</b>	<b>\$16,000</b>
<b>Total Assets</b>	<b>\$1,494,344</b>	<b>\$1,507,300</b>	<b>\$1,536,975</b>	<b>\$1,622,442</b>	<b>\$1,759,948</b>	<b>\$1,946,102</b>	<b>\$2,224,178</b>	<b>\$2,595,622</b>	<b>\$3,060,936</b>	<b>\$3,638,928</b>	<b>\$4,290,172</b>	<b>\$5,280,385</b>
Accounts Payable	\$12,773	\$10,838	\$13,403	\$7,218	\$7,909	\$11,258	\$13,359	\$14,958	\$16,559	\$19,258	\$21,709	\$33,709
Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Current Liabilities</b>	<b>\$12,773</b>	<b>\$10,838</b>	<b>\$13,403</b>	<b>\$7,218</b>	<b>\$7,909</b>	<b>\$11,258</b>	<b>\$13,359</b>	<b>\$14,958</b>	<b>\$16,559</b>	<b>\$19,258</b>	<b>\$21,709</b>	<b>\$33,709</b>
Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Liabilities</b>	<b>\$12,773</b>	<b>\$10,838</b>	<b>\$13,403</b>	<b>\$7,218</b>	<b>\$7,909</b>	<b>\$11,258</b>	<b>\$13,359</b>	<b>\$14,958</b>	<b>\$16,559</b>	<b>\$19,258</b>	<b>\$21,709</b>	<b>\$33,709</b>
Paid-In Capital	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000

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Retained Earnings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Earnings	(\$18,429)	(\$3,538)	\$23,572	\$115,224	\$252,039	\$434,844	\$710,819	\$1,080,664	\$1,544,377	\$2,119,670	\$2,768,463	\$3,746,676
<b>Total Owner's Equity</b>	<b>\$1,481,571</b>	<b>\$1,496,462</b>	<b>\$1,523,572</b>	<b>\$1,615,224</b>	<b>\$1,752,039</b>	<b>\$1,934,844</b>	<b>\$2,210,819</b>	<b>\$2,580,664</b>	<b>\$3,044,377</b>	<b>\$3,619,670</b>	<b>\$4,268,463</b>	<b>\$5,246,676</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$1,494,344</b>	<b>\$1,507,300</b>	<b>\$1,536,975</b>	<b>\$1,622,442</b>	<b>\$1,759,948</b>	<b>\$1,946,102</b>	<b>\$2,224,178</b>	<b>\$2,595,622</b>	<b>\$3,060,936</b>	<b>\$3,638,928</b>	<b>\$4,290,172</b>	<b>\$5,280,385</b>

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As of Period's End	Year 1	Year 2	Year 3
Cash	\$4,649,105	\$12,614,203	\$33,464,727
Accounts Receivable	\$615,280	\$421,800	\$1,098,500
Inventory	\$0	\$0	\$0
<b>Total Current Assets</b>	<b>\$5,264,385</b>	<b>\$13,036,003</b>	<b>\$34,563,227</b>
Long-Term Assets	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$4,000)	(\$8,000)	(\$12,000)
<b>Total Long-Term Assets</b>	<b>\$16,000</b>	<b>\$12,000</b>	<b>\$8,000</b>
<b>Total Assets</b>	<b>\$5,280,385</b>	<b>\$13,048,003</b>	<b>\$34,571,227</b>
Accounts Payable	\$33,709	\$25,867	\$54,835
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0
<b>Total Current Liabilities</b>	<b>\$33,709</b>	<b>\$25,867</b>	<b>\$54,835</b>
Long-Term Debt	\$0	\$0	\$0
<b>Total Liabilities</b>	<b>\$33,709</b>	<b>\$25,867</b>	<b>\$54,835</b>
Paid-In Capital	\$1,500,000	\$1,500,000	\$1,500,000
Retained Earnings	\$0	\$3,746,676	\$11,522,136
Earnings	\$3,746,676	\$7,775,460	\$21,494,256
<b>Total Owner's Equity</b>	<b>\$5,246,676</b>	<b>\$13,022,136</b>	<b>\$34,516,392</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$5,280,385</b>	<b>\$13,048,003</b>	<b>\$34,571,227</b>

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# Cash Flow Statement

## Cash Flow Statement (With Monthly Detail)

Year 1	Y1 M1	Y1 M2	Y1 M3	Y1 M4	Y1 M5	Y1 M6	Y1 M7	Y1 M8	Y1 M9	Y1 M10	Y1 M11	Y1 M12
<b>Operations</b>												
Net Profit	(\$18,429)	\$14,891	\$27,110	\$91,652	\$136,815	\$182,805	\$275,975	\$369,845	\$463,713	\$575,293	\$648,793	\$978,213
Depreciation and Amortization	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$333	\$334	\$334	\$334	\$334
Change in Accounts Receivable	(\$15,380)	(\$15,380)	(\$15,380)	(\$37,340)	(\$26,360)	(\$32,960)	(\$54,920)	(\$54,920)	(\$54,920)	(\$65,920)	(\$43,960)	(\$197,840)
Change in Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Accounts Payable	\$12,773	(\$1,935)	\$2,565	(\$6,185)	\$691	\$3,349	\$2,101	\$1,599	\$1,601	\$2,699	\$2,451	\$12,000
Change in Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Net Cash Flow from Operations</b>	<b>(\$20,703)</b>	<b>(\$2,091)</b>	<b>\$14,628</b>	<b>\$48,460</b>	<b>\$111,479</b>	<b>\$153,527</b>	<b>\$223,489</b>	<b>\$316,857</b>	<b>\$410,728</b>	<b>\$512,406</b>	<b>\$607,618</b>	<b>\$792,707</b>
<b>Investing &amp; Financing</b>												
Assets Purchased or Sold	(\$20,000)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Investments Received	\$1,500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

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<b>Net Cash Flow from Investing &amp; Financing</b>	<b>\$1,480,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Cash at Beginning of Period	\$0	\$1,459,297	\$1,457,206	\$1,471,834	\$1,520,294	\$1,631,773	\$1,785,300	\$2,008,789	\$2,325,646	\$2,736,374	\$3,248,780	\$3,856,398
Net Change in Cash	\$1,459,297	(\$2,091)	\$14,628	\$48,460	\$111,479	\$153,527	\$223,489	\$316,857	\$410,728	\$512,406	\$607,618	\$792,707
<b>Cash at End of Period</b>	<b>\$1,459,297</b>	<b>\$1,457,206</b>	<b>\$1,471,834</b>	<b>\$1,520,294</b>	<b>\$1,631,773</b>	<b>\$1,785,300</b>	<b>\$2,008,789</b>	<b>\$2,325,646</b>	<b>\$2,736,374</b>	<b>\$3,248,780</b>	<b>\$3,856,398</b>	<b>\$4,649,105</b>

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	Year 1	Year 2	Year 3
<b>Operations</b>			
Net Profit	\$3,746,676	\$7,775,460	\$21,494,256
Depreciation and Amortization	\$4,000	\$4,000	\$4,000
Change in Accounts Receivable	(\$615,280)	\$193,480	(\$676,700)
Change in Inventory	\$0	\$0	\$0
Change in Accounts Payable	\$33,709	(\$7,842)	\$28,968
Change in Sales Taxes Payable	\$0	\$0	\$0
<b>Net Cash Flow from Operations</b>	<b>\$3,169,105</b>	<b>\$7,965,098</b>	<b>\$20,850,524</b>
<b>Investing &amp; Financing</b>			
Assets Purchased or Sold	(\$20,000)	\$0	\$0
Investments Received	\$1,500,000	\$0	\$0
Change in Short-Term Debt	\$0	\$0	\$0
Change in Long-Term Debt	\$0	\$0	\$0
<b>Net Cash Flow from Investing &amp; Financing</b>	<b>\$1,480,000</b>	<b>\$0</b>	<b>\$0</b>
Cash at Beginning of Period	\$0	\$4,649,105	\$12,614,203
Net Change in Cash	\$4,649,105	\$7,965,098	\$20,850,524
<b>Cash at End of Period</b>	<b>\$4,649,105</b>	<b>\$12,614,203</b>	<b>\$33,464,727</b>

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