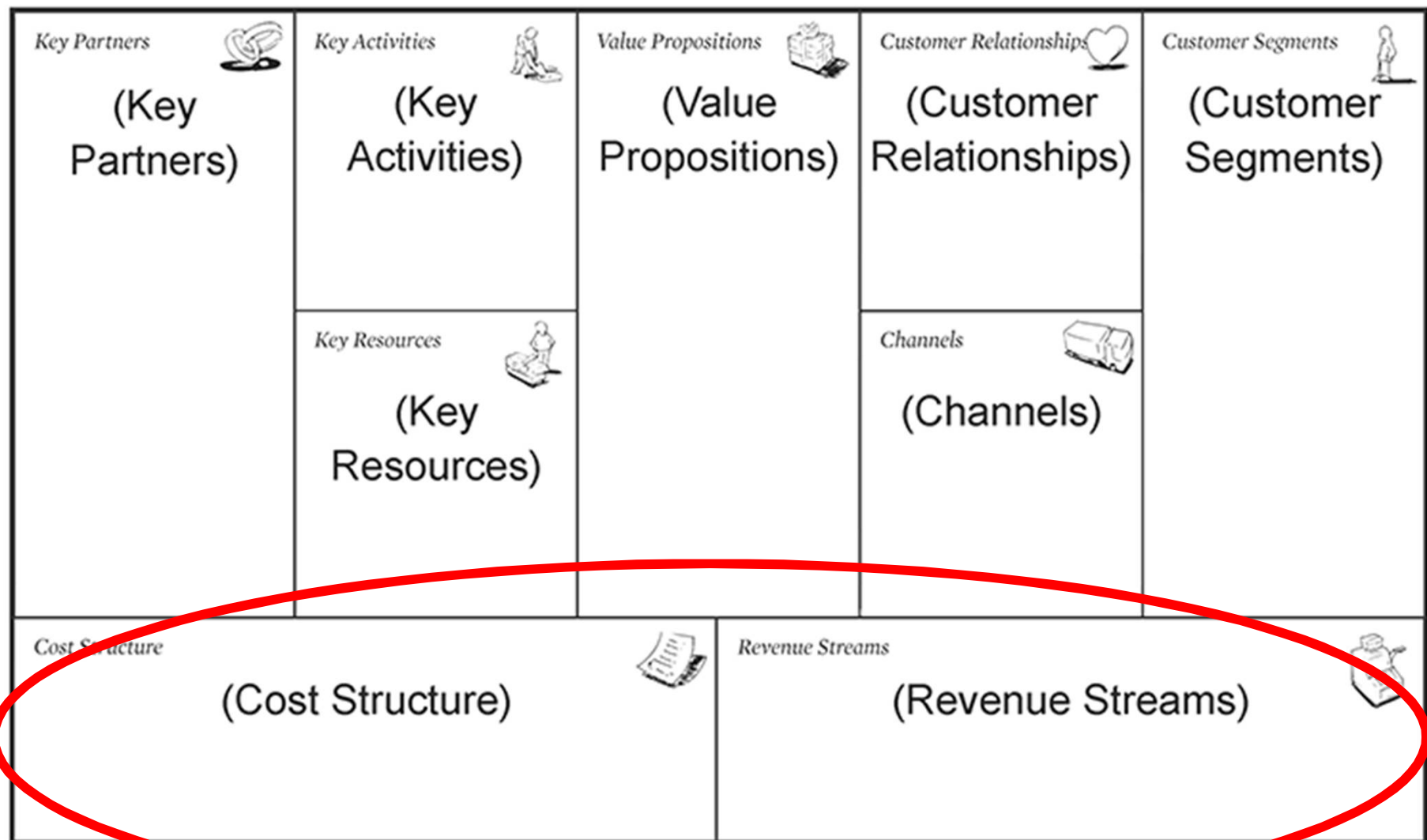


Managing your money in Startup

Technopreneurship 2

Felecia, M.Sc.



Revenue Streams

- Estimate all your income from product sales, service (ex: maintenance, repairs), advertising, spareparts.
- Monthly basis for 3 years (minimum)
- Make a reasonable estimate based on your TAM, SAM, SOM

Cost Structure

Three types of capital in business:

- Investment Capital

First time & only once

- Operational Capital

Monthly cost to run the business

- Working Capital

Backup inventory & money

Income Statement

TABLE 2.1

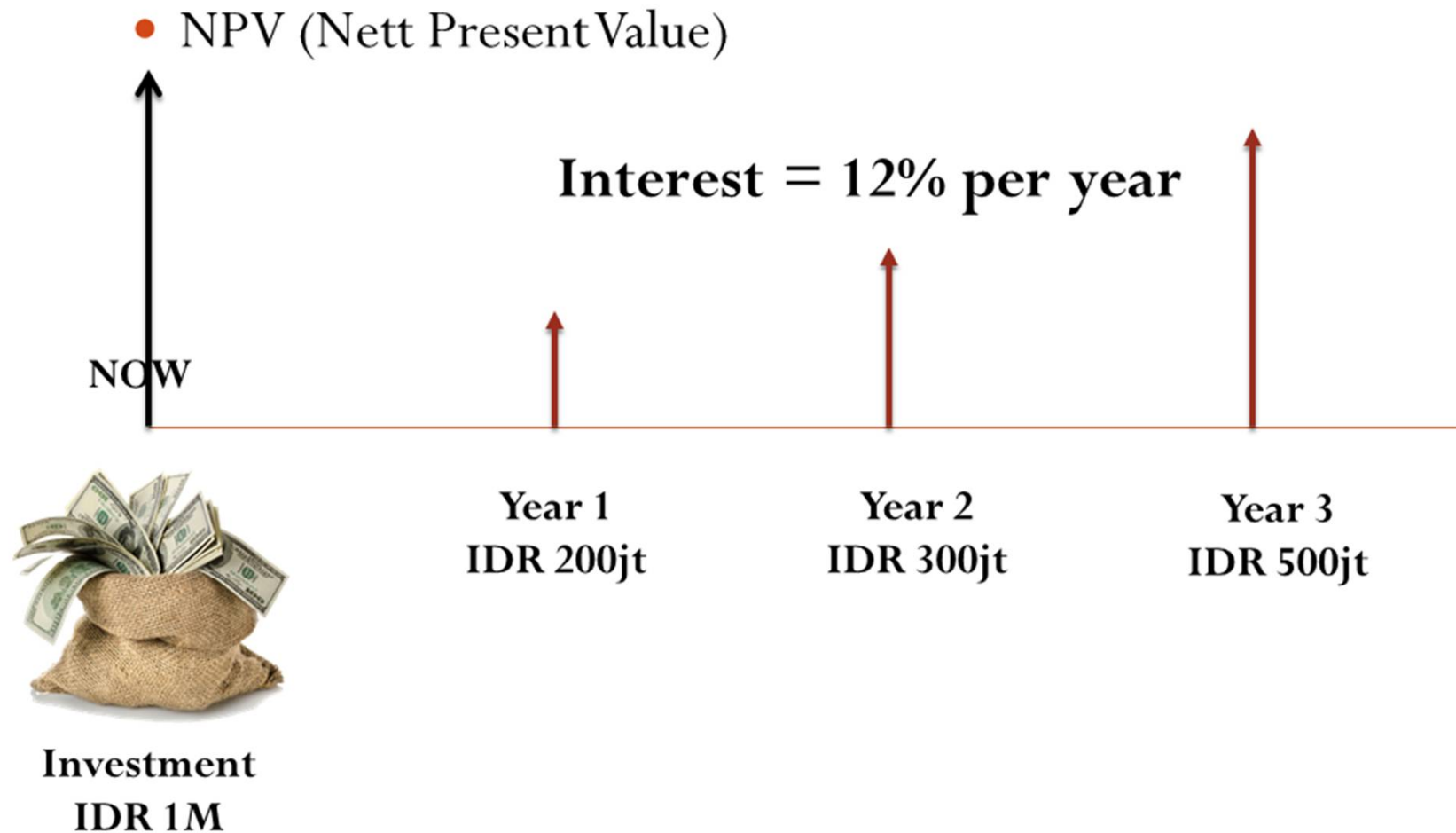
Bartlett Company Income Statements (\$000)

	For the years ended December 31	
	2006	2005
Sales revenue	\$3,074	\$2,567
Less: Cost of goods sold	<u>2,088</u>	<u>1,711</u>
Gross profits	\$ 986	\$ 856
Less: Operating expenses		
Selling expense	\$ 100	\$ 108
General and administrative expenses	194	187
Lease expense ^a	35	35
Depreciation expense	<u>239</u>	<u>223</u>
Total operating expense	\$ 568	\$ 553
Operating profits	\$ 418	\$ 303
Less: Interest expense	<u>93</u>	<u>91</u>
Net profits before taxes	\$ 325	\$ 212
Less: Taxes (rate = 29%) ^b	<u>94</u>	<u>64</u>
Net profits after taxes	\$ 231	\$ 148
Less: Preferred stock dividends	<u>10</u>	<u>10</u>
Earnings available for common stockholders	<u>\$ 221</u>	<u>\$ 138</u>
Earnings per share (EPS) ^c	\$ 2.90	\$ 1.81
Dividend per share (DPS) ^d	\$ 1.29	\$ 0.75

- LAPORAN LABA RUGI -±
per 31 Desember

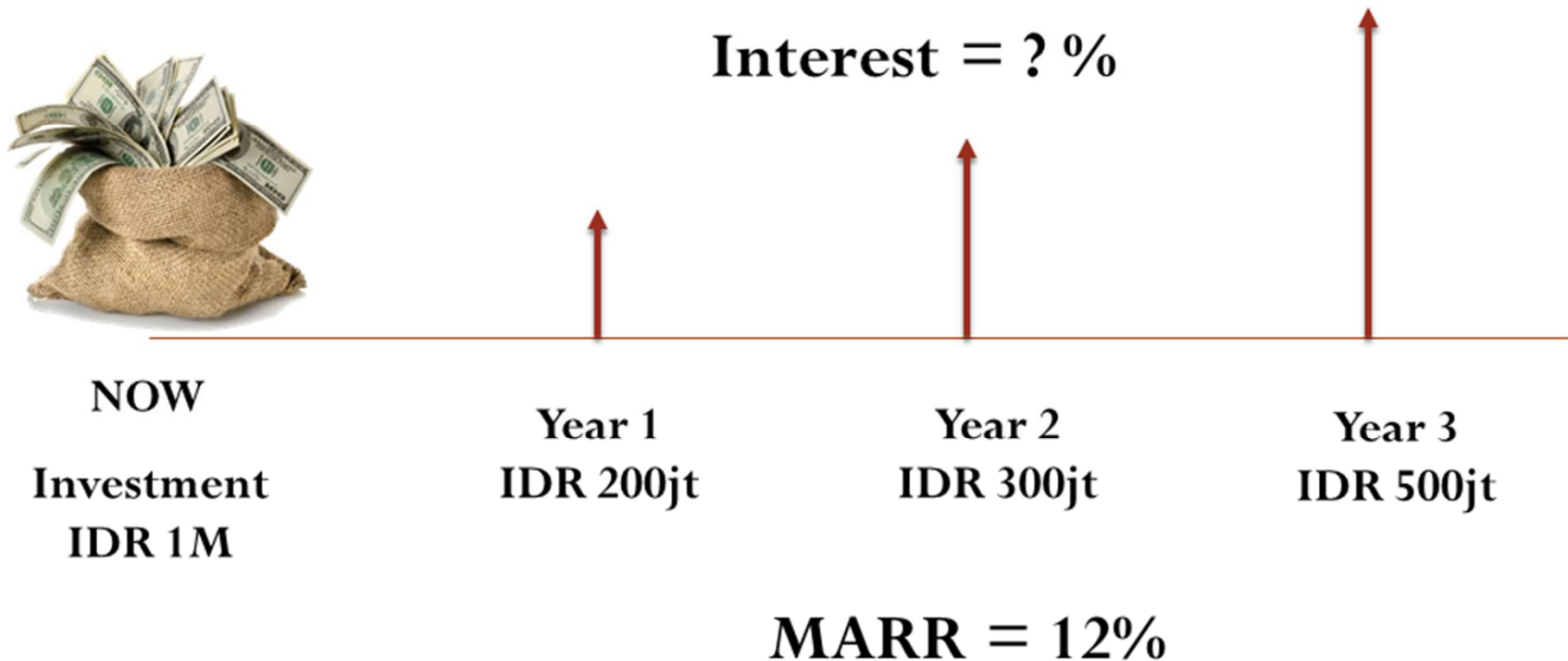
Pendapatan dari penjualan	Rp.	99.980.000	
Harga Pokok Penjualan	Rp.	25.000.000	
		-----	(-)
Laba Kotor		74.990.000	
Biaya Operasional:			
- Biaya Pemasaran	Rp.	5.000.000	
- Biaya Administrasi & Umum	Rp.	1.250.000	
		-----	(+)
		6.250.000	
		-----	(-)
Laba Usaha	Rp.	68.740.000	
Pendapatan Lain-lain	Rp.	125.000	
		-----	(+)
Laba sebelum Bunga dan Pajak	Rp.	68.865.000	
Bunga	Rp.	199.000	
		-----	(+)
Laba sebelum Pajak	Rp.	69.064.000	
Pajak	Rp.	1.275.000	
		-----	(-)
Laba Bersih	Rp.	67.789.000	
		=====	

Business Feasibility



Business Feasibility

- IRR (Internal Rate of Return)



How high the return should be?

- Depends on the business fields & market
- Depends on the investors
- Depends on the competitions

Note:

- If it is too low, it is not interesting
- If it is too high, it is too good to be true
- Be reasonable with your estimate
- Benchmark similar business