CONFIDENTIAL

Pressure Analysis Company

SmackCAP Athlytics™ is designed for a better understanding of impacts in contact sports. We track every hit, every time.

Business Plan

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Executive Summary

Pressure Analysis Company (PAC) designs and manufactures wireless impact sensors that detect and track direct impacts with the highest sensitivity and accuracy. PAC holds the exclusive option to license the technology developed by University of New Mexico researcher and PAC team member, Dr. Scott S. Sibbett. Our sensors are proven to be more sensitive and more accurate than competitors, including Reebok Checklight and Impakt Protective Shockbox during a series of tests at Federal Research Institute Los Alamos National Laboratory. In August 2015 the team completed the ABQid business accelerator program and is developing and manufacturing prototypes that will be field-tested with our strategic partners, professional indoor football team, the Duke City Gladiators. In November 2015, PAC won first place in the Scrappy Startups competition. PAC was founded in 2013 as an S-Corporation.

Repetitive brain traumas, which include concussive and sub-concussive hits, are serious injuries in contact sports. The accumulation of multiple brain traumas, are proving to be more dangerous than concussions—they are the cause of Chronic Traumatic Encephalopathy (CTE), a fatal brain disease accompanied by dementia, higher rates of suicide, and violent behavior. These circumstances have torn apart families and are negatively affecting children. A recent study by Boston University CTE Center found 96% of the deceased NFL players and 79% of all football players studied had CTE. Young athletes are especially vulnerable to repeated brain trauma, as their brains are still developing, making trauma more likely and more devastating. A Safe Kids Worldwide study showed that 12% of the reported 1.35 million sport-related ER visits in 2012 of kids involved a brain trauma, and the number is likely to be higher because of under-reporting. In 2015 alone, there were 11 high school football-related deaths.

Detection of brain traumas mostly relies on self-reporting of symptoms. According to a 2014 study in the American Journal of Sports Medicine 70% of high school athletes with head injuries continued playing despite having symptoms and 40% of these symptoms

were not reported to coaches. Soccer is the number one cause of concussions for women and girls. PAC has developed a way to detect, measure, and track the intensity and number of repetitive hits – no matter how hard – with our first product, SmackCAP Athlytics™. We track every hit, every time and wirelessly deliver impact data to coaches and athletic trainers in real time. Our system stores this data in the cloud so that an ImPACt Scorecard™ can be downloaded on each athlete showing *where*, *how hard*, and *how many times* he was hit over the course of the game, the season, or his career.

American football, women and youth soccer, rugby, and lacrosse are the primary sports that are most in need of our product and are ready to adopt it. This is a $1.6 billion market in the U.S. Awareness of the issues around CTE and brain trauma in both youth and professional football leagues is growing, and many are looking for new way to recognize the seriousness of brain traumas and manage them more effectively. Women's soccer, for example, is recognizing the danger with the use of protective headgear. Parents of youth athletes are also outfitting their children with similar headbands.

We plan to initially focus selling the SmackCAP™ to high school and youth league football teams and invest in R&D for headbands for women's and youth soccer teams. Parents are our target customers because they are the ultimate authority over their children's safety, and they have the purchasing power that many high schools do not have. Our long-term goal is to become a leader in impact data that can then be used for purposes including, but not limited to, head injury research and sports-equipment design. We plan to sell each skullcap for $300.00.

Below are our revenue projections:

	Units sold	**Revenue**
Year 1	1,000	$300,000
Year 2	5,000	$1.5M
Year 3	50,000	$15M

The PAC team is balanced by both strong, knowledgeable business and technological minds:

- J. Michelle Urban, CEO, is leading the business development and marketing strategies that will most quickly get SmackCAP Athlytics™ to market.
- Dr. Scott S. Sibbett serves as the Secretary of the Board of Directors and is a professor/inventor at the Biomedical Engineering Department at the University of New Mexico, as well as the inventor of PAC's technology.
- Chairman of the Board, Loraine V. Upham has 26 years of experience in the biotech and pharmaceutical industry, and has brought two companies from startup to exit.
- Dr. Brian E. Anderson, sits on PAC's Technical Advisory Board and is the lead research scientist in the Geophysics Group who tested our sensors at Los Alamos National Laboratory (LANL).
- Dr. Reed G. Selwyn, Chief Medical Physicist and Associate Professor at the Department of Radiology, University of New Mexico, is studying Traumatic Brain Injury (TBI) with our sensors. He also sits on the Technical Advisory Board.

Market Overview

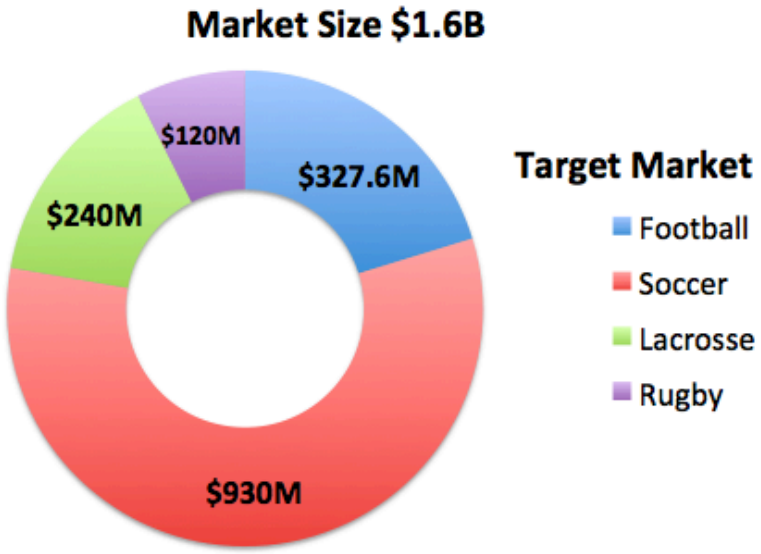
Brain injuries in contact sports have been a serious problem for many years. Despite efforts to make the games safer through rule changes, concussion management policies, and other measures, athletes' safety on the field is still a problem. Chronic Traumatic Encephalopathy (CTE), a fatal degenerative brain disease that is caused by repetitive hits to the head, is being found in older athletes who have spent most of their lives playing football. Many of them experienced aggressive behavior (domestic violence and murder-suicide) and emotional distress (depression and dementia) that put a strain on their families and often torn them apart.

Concussions are the other brain injury that athletes have to face, and are generally caused by hard hits to the head but can be caused by hits of a relatively lower force. The process of diagnosing a concussion is not always successful because of human error or failure to report symptoms. Every brain responds to a head trauma differently. Some are more sensitive to light hits and some are not concussed by hard hits. Reporting of symptoms of a head injury is often required by an athlete that can take hard hits in order for a diagnosis to be considered. Further, soccer is the leading cause of concussions for women and girl athletes and not much has been done to equip these athletes with impact data.

While brain trauma, CTE, and concussions affect every athlete, high school athletes are affected more severely because their brains are still developing. High school athletes are dying from football-related injuries, and some of those who make to college level sports are dying before reaching adulthood with traces of CTE in their brains. Concussion rates in soccer are especially unfavorable to girls, most of which are caused by contact with other players rather than by heading the ball. The problem is that there is not standard way to identify brain traumas on the field and the solution is to measure and count every hit so that coaches, athletic trainers, doctors, and families can better understand the risk and performance levels of the athletes they love and care for.

Target Market

We are targeting contact sports beginning with football, soccer, rugby, and lacrosse. In the U.S. there are 5.4 million youth and women athletes participating in football, soccer, rugby, and lacrosse. Together they spend an estimated total of $6.9 billion each year on equipment and other safety-related gear. In football, parents are adopting impact sensors to alert them as well as their child's coaches of hard hits to the head. In soccer, women and parents of youth athletes are adopting padded headbands in an effort to protect their heads from injuries. Parents of rugby and lacrosse athletes are beginning to purchase padded helmets for their children and coaches are looking for ways to make these sports less dangerous.



Customers

With nearly four million sports-related concussions occurring annually, and the rising awareness of CTE, parents are increasingly concerned with their child's safety in contact sports. They are learning more about how to identify symptoms of a head injury in their

children and some are purchasing impact sensors for their child's helmets. However, these impact sensors are not always satisfactory or accessible to parents because of the inconsistency of the data and the exorbitant cost. In addition, these impact sensors are mainly looking for hard hits rather than all of the hits-the repetitive hits-that cause long-term brain injury.

Parents are also adopting impact sensors because of the tendency of their children to not report symptoms. A 2014 study in the American Journal of Sports Medicine found that 70% of high school athletes with head injuries continued playing despite having symptoms and 40% of these symptoms were not reported to coaches. High school athletes don't report head injuries for several reasons including: wanting to continue playing, fear of appearing weak, and unsupportive team culture.

Head injuries in young athletes are now becoming the least of a parent's worry as more children are dying from football-related injuries. In 2015 alone, 11 high school athletes have died as a result of football-related injuries. Concussions, repetitive hits to the head, and death are becoming more common in high school sports and parents are willing to pay for anything that will reduce the danger that their children are exposed to on the field.

Competitive Advantage

Users describe impact sensors on the market as inaccurate, unable to count all of the hits athletes sustain, hard to use, and expensive. Because these impact sensors are accelerometer-based, they have to be calibrated to detect higher levels of force ranging from 20-150g's in order to minimize the occurrence of false-positive readings. The producers of these sensors are also hoping to make a correlation between concussions and hard hits. PAC's patent-pending sensor technology does not rely on accelerometers, our materials are of the highest quality, easy to use, and affordable giving us an advantage over our competitors. A survey of hundreds of parents has indicated that our price point is within their range for the information we are delivering.

Our competitive advantage not only lies in the fact that our pressure sensors are more sensitive and more accurate than accelerometer-based sensors, but also because they have a more linear and longer dynamic range. We are better able to detect and track every hit to the head, deliver that information to parent and sideline staff in real-time, and store the data so there is a history of hits on each athlete. This is similar to the recent practice of counting pitches for a pitcher during a baseball game to monitor their throwing arm. Coaches, athletic trainers, athletes, and their families can now know ***where***, ***how hard***, and ***how many times*** an athlete has been hit over the course of the game, the season, and their career.

Company

Pressure Analysis Company (PAC) designs and manufactures wireless impact sensors that detect and track direct impacts with the highest sensitivity and accuracy. Dr. Scott S. Sibbett, the inventor of the technology, and Loraine V. Upham, an experienced senior executive and entrepreneur, founded the company in 2013 as an S-Corporation. Together they worked on developing the technology for market readiness and explored different applications in the medical field. It was through this process that we found a need for these sensors in contact sports.

The company was awarded a New Mexico Small Business Association (NMSBA) grant to test the sensors at the Federal Research Institute Los Alamos National Laboratory (LANL). PAC's sensors were tested against Reebok Checklight and Impakt Protective Shockbox. The tests showed that our sensors are both more sensitive and more accurate at detecting and tracking impacts, and have a more linear and longer dynamic range than accelerometer-based sensors.

Soon after obtaining the results of the tests, Upham and Sibbett expanded the team to include Michelle Urban as CEO. Upham and Sibbett remain on the team as Chairman and Secretary of the Board of Directors, respectively. They are also involved in both business and product development activities. In August 2015 the team completed the ABQid business accelerator program. Today, the team is developing prototypes with

the plan of testing them on the field with the Duke City Gladiators at the beginning of their season in March 2016.

PAC has a strategic partnership with the Duke City Gladiators, Albuquerque's professional arena football team, which provides access to athletes, arena and online exposure, as well as access to their network of equipment and helmet companies, leagues, and organizations at the highest level of the sports industry.

Team

J. Michelle Urban, CEO

Urban holds a B.A. in Liberal Arts from St. John's College and an MBA/Management of Technology from UNM. She has served as a founding member of two startups, won second place in the UNM business plan competition in 2014, and has worked in marketing, business development, writing, and consulting over the past several years prior to taking over as CEO of PAC.

Loraine V. Upham, Chairman

Upham has 26 years of experience in the biotech and pharmaceutical industry. Eli Lilly and Company, Merck and Company, Packard Bioscience, and Prolexys are among the companies for which she has worked. She has also exited her own startup ompany CureDM, that aims to develop new therapies that may prevent, ameliorate or reverse diabetes and allow for the discontinuation of insulin. Currently, Upham is running her own consulting company and is the Executive Directior of business accelerator ABQid, while ensuring the PAC™ sensor will be a commercial success.

Dr. Scott S. Sibbett, Secretary

Dr. Sibbett, professor/inventor at the Biomedical Engineering Department at the University of New Mexico, invented PAC's technology. He is actively involved in

product development and built PAC's first prototype. He has over 20 years of research and managerial experience, and is serving as our technology advisor. He previously worked at Intel and provides consulting services for 3D Glass Solutions.

L. Kevin Dunn, Production Engineer

Dunn is a technical hands-on creative engineer often known as the "chief problem solver" who could fix a computer with a hairpin and a piece of duct tape. He's got a track record of developing creative solutions to ambiguous but complex problems – including most recently in R&D and manufacturing in a high-tech startup environment. Other experience includes: developing and establishing efficient production processes to bring new products to market, identifying and instituting continual process improvement changes, and working directly with customers to engineer solutions to meet their needs. He previously worked at Public Service Company of New Mexico (PNM) and 3D Glass Solutions.

Dr. Brian E. Anderson, Technical Advisor

Dr. Anderson is an Assistant Professor at Brigham Young University. Prior to this position, he was a research scientist at the Los Alamos National Laboratory (LANL) in the Geophysics Group where he developed new nonlinear acoustic techniques for the nondestructive evaluation of mechanical parts and structures. He is an associate editor for the Journal of the Acoustical Society of America. Dr. Anderson has been instrumental in testing and evaluation of the early PAC™ sensor.

Dr. Reed Selwyn, Technical Advisor

Dr. Selwyn is Chief Medical Physicist and Associate Professor in the Department of Radiology at the University of New Mexico. He is researching traumatic brain injury there with PAC's sensors. Prior to that, he served as the Director of Translational Imaging and Assistant Professor in the Department of Radiology at Uniformed Services University of the Health Sciences (USUHS) for over six years.

Products and Services

Pressure Analysis Company's first product is the SmackCAP Athlytics™ impact data system. The system is comprised of a hardware component, the SmackCAP™ skullcap that contains the PAC sensors and does not require a helmet for use, and a software Athlytics component, which provides real-time wireless transmission of impact data via a mobile application. The encrypted data is securely stored in the cloud, so when the game is over, an ImPACt Scorecard™ can be downloaded for each athlete showing ***where***, ***how hard***, and ***how many times*** they were hit over the course of the game, the season, or their career.

Real-time data enables coaches and athletic trainers to have an immediate understanding of impacts on the field. Historical impact data, displayed on the ImPACt Scorecard™, provides coaches, athletic trainers, doctors, parents, as well as athletes with a more precise understanding of impacts such that risk and performance levels of athletes are more accurately assessed.

Competitors

There are several impact sensor products for athletes in contact sports on the market or soon coming onto the market. These are all accelerometer-based sensors, which means they calculate the force of an impact by measuring the change in acceleration. All of them are calibrated anywhere between 20-150g's of force so that they can detect hard, concussive hits. The sensors that are calibrated on the lower end of the spectrum are susceptible to false positives because the sensors can mistake running and stopping as an impact.

PAC uses pressure sensors whose functionality does not depend on accelerometers. Our sensors were tested against two of our competitors, the Reebok Checklight and the Impakt Protective Shockbox at Los Alamos National Laboratory. This is where we found them to be more sensitive and more accurate than these accelerometer-based sensors. For this reason we are able to detect, measure, and count every hit accurately.

Some of our competitors claim to count the number of hits, but if they cannot detect all of the hits, they are not counting all of the hits. This is our unique value proposition, and this is what customers who have used or want to use impact sensors desire in such a product. Below is a comparison matrix among some of our closest competitors.

Competitive Matrix Chart

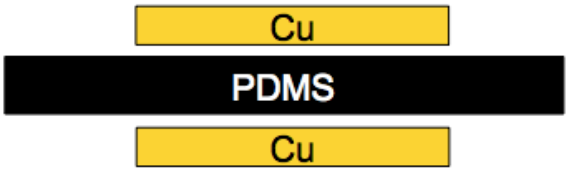
	Accuracy of Impact Detection	Detection of Small Hits	Detection of Hard Hits	Counts Cumulative Hits	Affordability	Flexible Design	Ease of Use
PAC	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Reebok Checklight	No	No	Sometimes	Only the hits it detects	Yes	Yes	Yes
Impakt Protective Shockbox	No	No	Sometimes	Only the hits it detects	Yes	Yes	No
Riddell Insight	No	No	Sometimes	Only the hits it detects	No	No	No
Brain Sentry	No	No	Sometimes	Only the hits it detects	Yes	No	Yes
X2 Biosystems X-Patch	No	No	Sometimes	Only the hits it detects	Yes	Yes	Yes
SiM-P+ Skullcap	No	No	Sometimes	Only the hits it detects	Yes	Yes	Unknown
LINXias - Not yet available on the market	Unknown - Accelerometer	Unknown	Unknown	Claims to	Unknown	Yes	Unknown

Technology

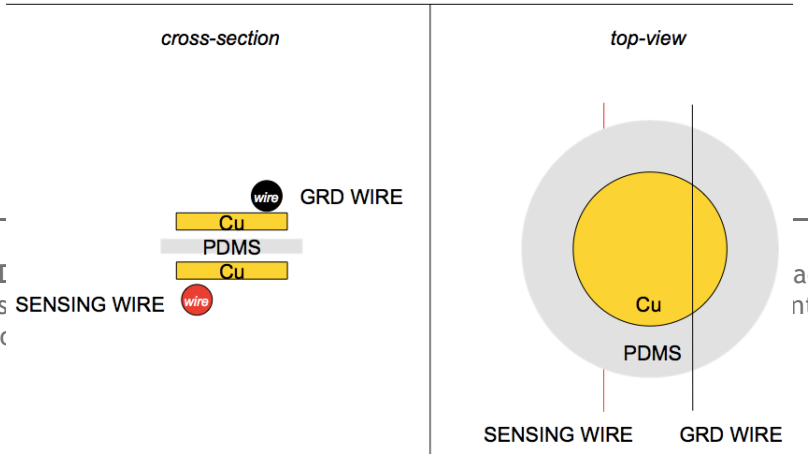
SmackCAP Athlytics™ is a fully-integrated system with hardware and software components that combine to offer a complete impact data package to users. Our sensors were tested against the Reebok Checklight and the Impakt Protective Shockbox at Los Alamos National Laboratory. This is where we found our sensors to be more sensitive and more accurate than accelerometer-based impact sensors. The dynamic range of our sensors is also longer and more linear. Below is a description of our technology.

Hardware:

Our sensor array is composed of sensors, wires, and a binding agent to keep these parts in place and materialize the form of the array. The sensors are made of conductive silicone (PDMS) and copper (Cu) taxels, wherein the silicone is sandwiched between the copper.

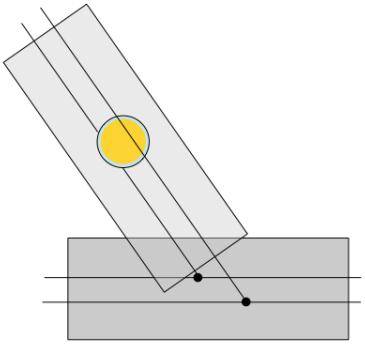


The ground wire is placed on top of the sensor, and the sensing wire is placed underneath the sensor.

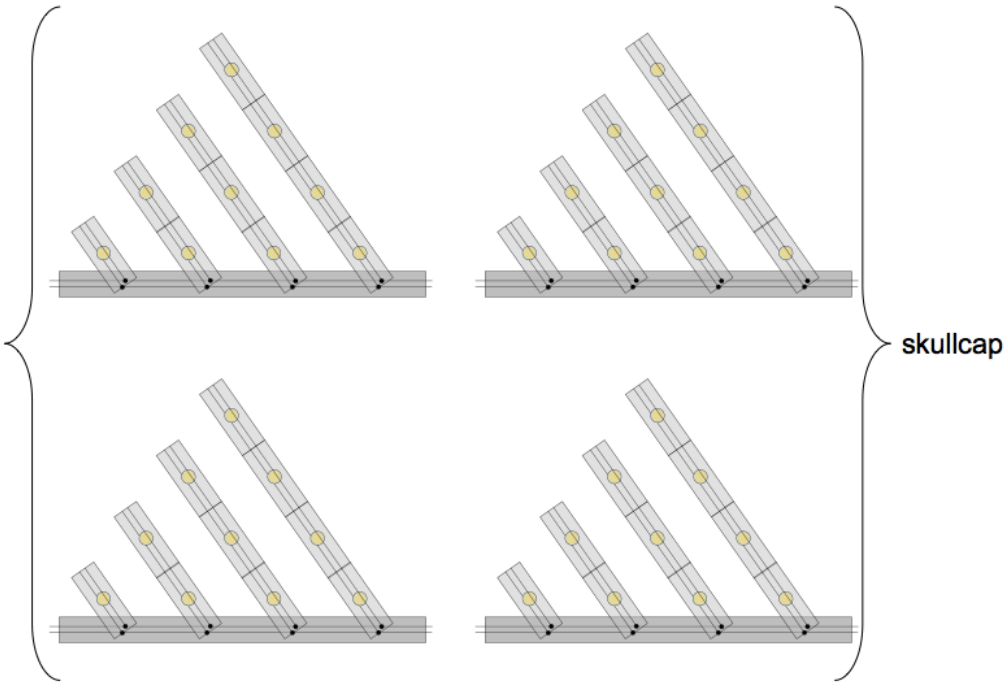


This structure is held together by a top and bottom layer of Kapton™ tape.

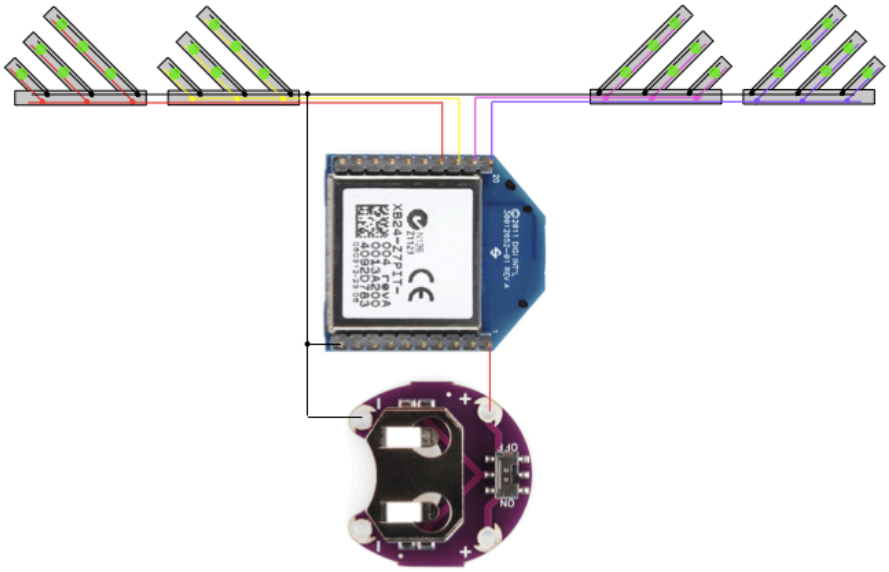
These strips of sensors are soldered to the wires in the equatorial band as depicted below.



Following this method, we build four gores that have six sensors each for a total of 24 sensors per skullcap for version 1.0 of the skullcap. Version 2.0 will have 12 sensors per gore for a total of 48 sensors, and version 3.0 will have 20 sensors per gore for a total of 80 sensors per skullcap. We have built a machine that can efficiently roll out strips of these sensors, which can then be assembled into gores that are embedded into the skullcap. This is how we plan to initially manufacture the sensor strips.



The pigtail of the skullcap contains the digital signal processing, wireless components, and battery pack that are connected to the wires in the equatorial band. We have designed and built the first version of the wireless component. Subsequent wireless components will be contracted out.



The fabric component of the skullcap is designed and production is contracted to Marpac in Albuquerque, New Mexico.

Software:

Our software includes a mobile application for Apple and Android devices. One component of the software will show a profile for the athlete that shows the hits in real time (Figure 1), while the other component shows the number of hits per game or practice session along with the strength and location of each hit for the athlete (Figure 2). Below is a depiction of how we will design the software to deliver the impact data to users. The development of the software will be contracted out.

Figure 1

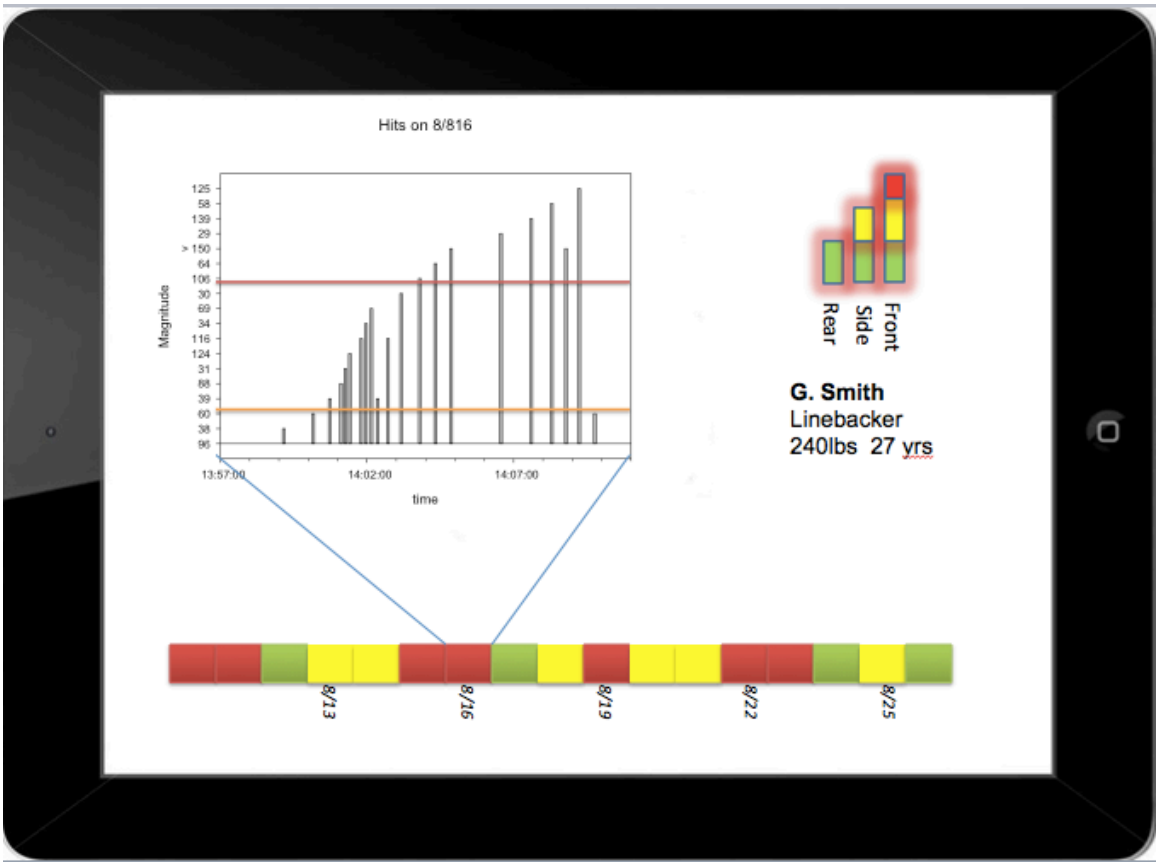
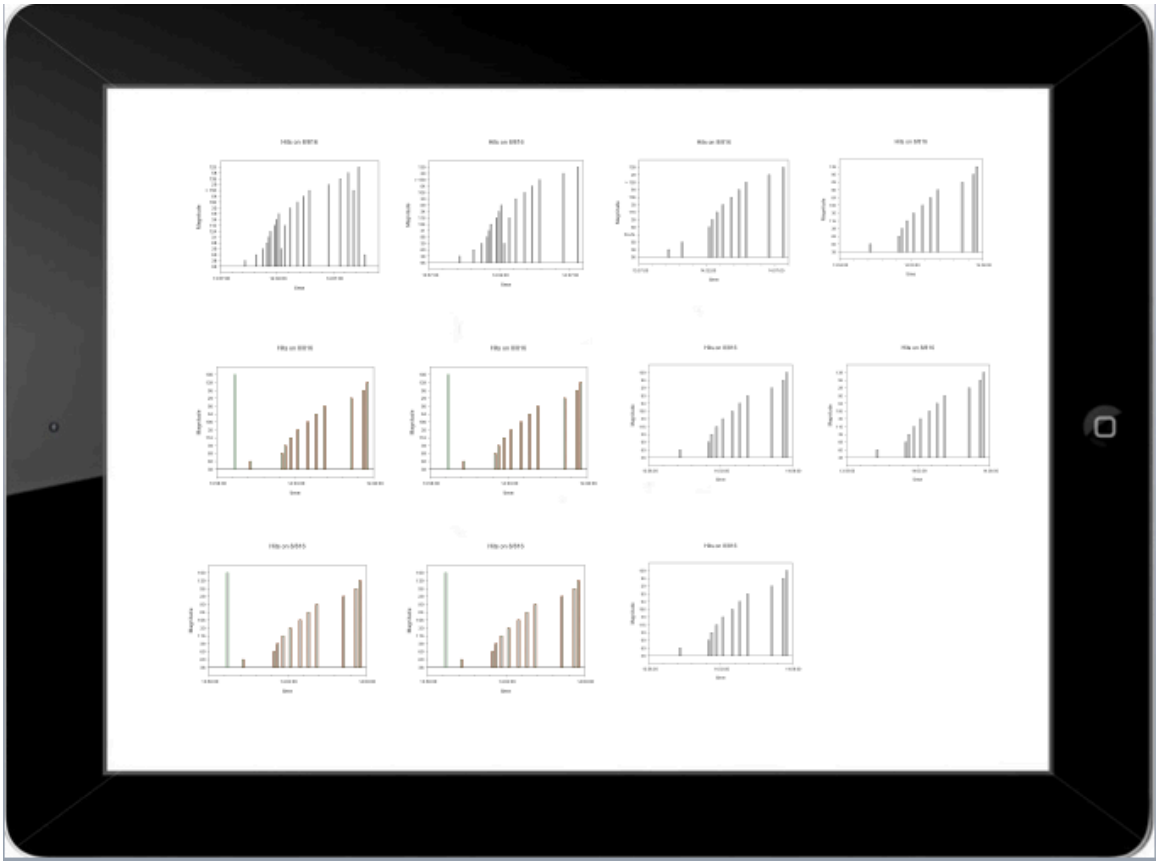


Figure 2



Intellectual Property

Our option agreement with the University of New Mexico Science and Technology Center (STC.UNM) gives us exclusive rights to UNM-owned intellectual property for the design and method of fabrication of a pliable and breathable pressure-sensing fabric with the ability to simultaneously measure pressure and maximum pressure location in real time.

Independently of UNM, PAC has rights through a provisional patent application to an alternative design and method of fabrication which improves upon the first design by measuring pressure at all points in a pressure-sensing fabric, not just the single point of maximum pressure.

Marketing Plan Overview

Our marketing plan relies on partnering with parent associations, high schools, and youth teams and leagues in contact sports. We will also target individual parents through a widespread marketing campaign to tell parents how our real-time and historical impact data empowers them to take a more active role in the safety of their children on the field. Blogs, such as MomsTEAM and The Concussion Blog, will be targeted in order to generate awareness of the problem and how our product solves it. MomsTEAM is a great one to partner with as they are active in generating awareness and organizing movements to get children equipped with impact sensors. Other from widely read publications such as Sport Techie will also be targeted. In fact, local news channel KRQE did a story on us in October and it was in the Sport Techie newsletter on October 30 of this year.

Getting in front of coaches, athletic trainers, and decision makers in organized sports will be done by attending sports tech shows and exhibitions. We also intend to make use of strategic partnerships like the one we already have with professional indoor football team, the Duke City Gladiators. This partnership allows us access to their network of youth and professional teams, equipment companies, helmet companies, leagues, and organizations at the highest level of the sports industry. By associating with us, the Duke City Gladiators build their reputation as a leader in athletes' safety. As we continue to show the accuracy of our data and its value, we hope to get SmackPAC Athlytics™ certified by credible organizations such as the Concussion Legacy Foundation and endorsed by others such as the National Operating Committee on Standards for Athletic Equipment (NOCSAE). These certifications and endorsements strengthen our partnerships.

The dynamics of our strategic partnerships will give us the opportunity to build alliances with the administrations at schools, universities, and professional teams in order to show them that adopting our product into their sports program is a matter of athletes' safety. It will also show their peers that they take safety seriously. This may reduce the liability associated with negligence of the head injury issue in contact sports. Alliances will also make the ease of transaction much easier when athletic trainers and coaches propose purchasing our product to the decision makers.

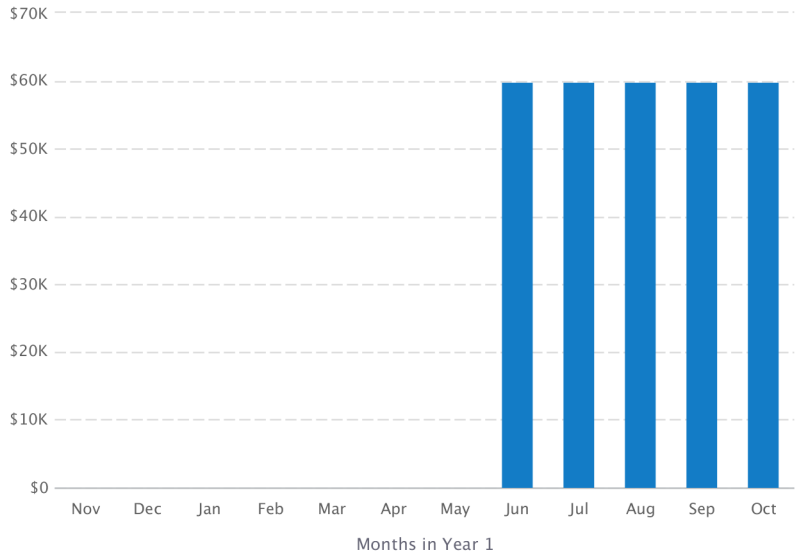
Our founder, Dr. Scott Sibbett connects us to the academic world, and Dr. Reed Selwyn is studying traumatic brain injury at the University of New Mexico with our sensors. He is also participating in our first field trials by conducting MRI studies before and after the season to provide the first correlations of actual impact data and physical imaging data. As we collect more impact data, we believe it will be useful in research and for equipment manufacturers. Our product is priced at $300 per skullcap and we plan to distribute our product through online retailers and our own website.

Financial Plan

Revenue Forecast

	FY2016	FY2017	FY2018
Revenue			
Monthly Subscription	$300,000	$1,500,000	$15,000,000
Total Revenue	**$300,000**	**$1,500,000**	**$15,000,000**
Direct Cost			
Hardware	$85,000	$523,721	$5,235,042
Tools	$6,996	$6,996	$6,996
Non-recurring Engineering	$9,996		
Total Direct Cost	**$101,992**	**$530,717**	**$5,242,038**
Gross Margin	$198,008	$969,283	$9,757,962
Gross Margin %	**66%**	**65%**	**65%**

Revenue by Month



About the Revenue Forecast

In the first year, we expect to sell 1,000 skullcaps with revenue of $300,000. This will be accomplished through extensive marketing and the establishment of our strategic partnerships. As we continue to nurture these relationships and build new ones, along with the timeliness of our product on the market, we expect to be able to sell 5,000 skullcaps in year two for revenue of $1.5 million. In year three we will expand our product line to include headbands for soccer allowing us to reach 50,000 customers for total revenue of $15 million. This will be the year that we become profitable.

Personnel Plan

Personnel Table

	FY2016	FY2017	FY2018
New Employee			
Michelle Urban	$113,652	$113,652	$113,652
CTO	$56,820	$56,820	$56,820
Total	**$170,472**	**$170,472**	**$170,472**

About the Personnel Plan

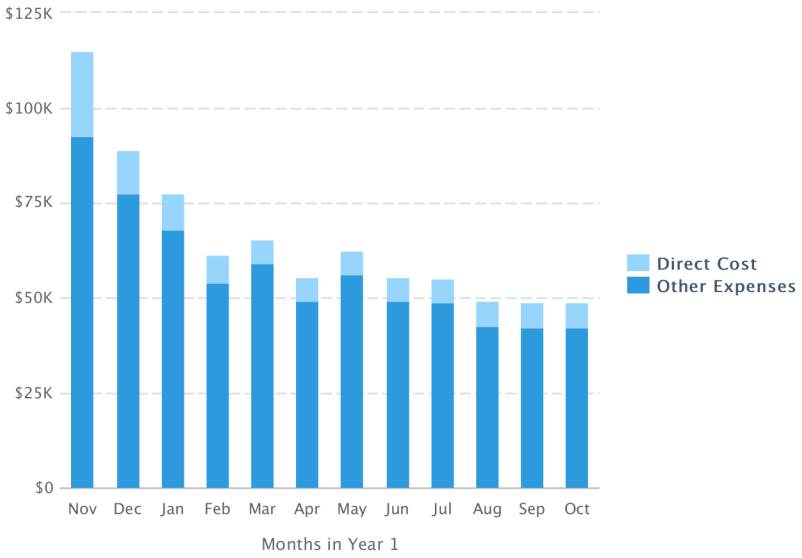
In January of 2016, we plan to hire a CTO for an annual salary of $50,000.

Budget

Budget Table

	FY2016	FY2017	FY2018
Operating Expenses			
Salary	$170,472	$170,472	$170,472
Employee Related Expenses	$34,094	$34,094	$34,094
Occupancy	$5,110	$4,800	$4,800
Software	$150,000	$85,000	$165,000
Database	$12,000	$12,000	$120,000
Production / Manufacturing	$60,000	$375,000	$50,000
Design Engineering	$60,000	$100,000	$200,000
Marketing	$100,000	$200,000	$400,000
Travel & Entertainment	$5,000	$10,000	$15,000
Legal & IP	$50,004	$50,004	$50,004
Accounting	$2,400	$2,400	$2,400
Miscellaneous	$5,004	$5,004	$5,004
Certifications	$15,000	$15,000	$15,000
Taxes	$7,500	$7,500	$7,500
Total Operating Expenses	**$676,584**	**$1,071,274**	**$1,239,274**

Expenses by Month



About the Budget

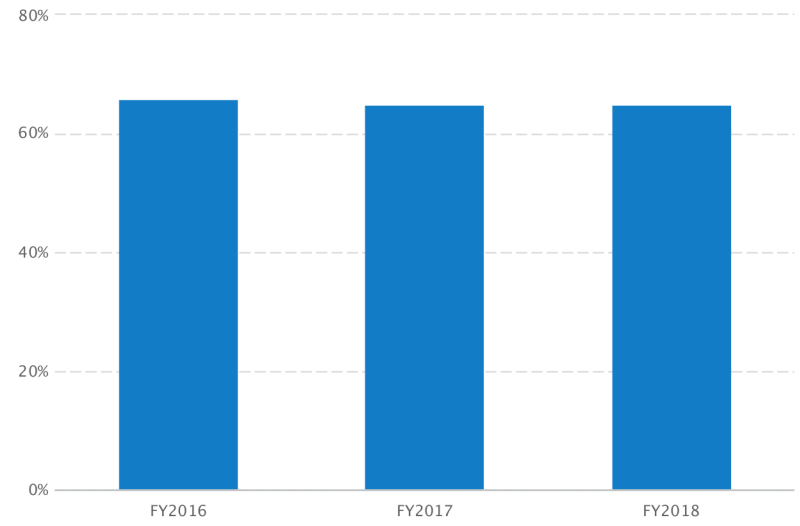
Our largest expenses over the years will be software design and engineering, production and manufacturing, and marketing because these are the aspects of our business that will drive sales. In the third year, we expect to have collected a large amount of data that we will need to invest in building our own database and having it maintained by an administrator.

Startup Costs

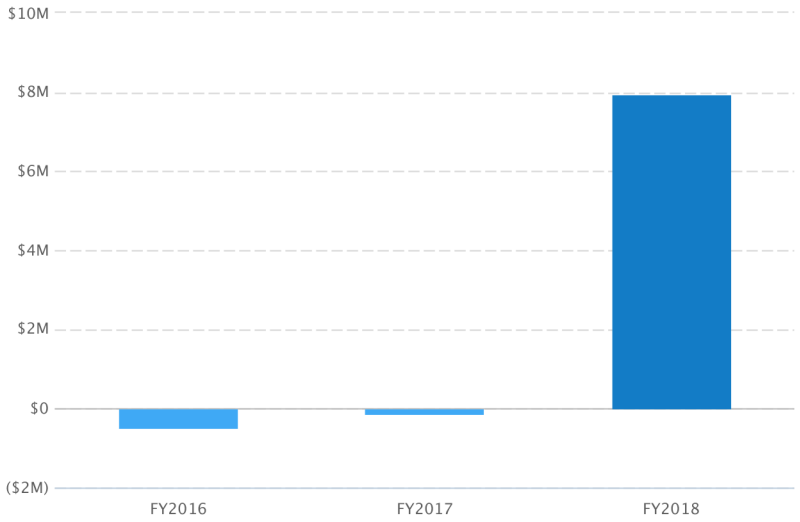
Startup costs include hardware and tools, software and database, capital equipment, production/manufacturing, engineering, certifications, and legal and intellectual property costs. These costs amount to $315,500 for the first six months of operation.

Profit and Loss Statement

Gross Margin by Year



Net Profit (or Loss) by Year



About the Profit and Loss Statement

We expect to be operating at a loss for the first two years, but will become profitable in year three when we expand our product line to include headbands for soccer.

Statements

Profit and Loss Statement

	FY2016	FY2017	FY2018
Revenue	**$300,000**	**$1,500,000**	**$15,000,000**
Direct Costs	**$101,992**	**$530,717**	**$5,242,038**
Gross Margin	$198,008	$969,283	$9,757,962
Gross Margin %	**66%**	**65%**	**65%**
Operating Expenses			
Salary	$170,472	$170,472	$170,472
Employee Related Expenses	$34,094	$34,094	$34,094
Occupancy	$5,110	$4,800	$4,800
Software	$150,000	$85,000	$165,000
Database	$12,000	$12,000	$120,000
Production / Manufacturing	$60,000	$375,000	$50,000
Design Engineering	$60,000	$100,000	$200,000
Marketing	$100,000	$200,000	$400,000
Travel & Entertainment	$5,000	$10,000	$15,000
Legal & IP	$50,004	$50,004	$50,004
Accounting	$2,400	$2,400	$2,400
Miscellaneous	$5,004	$5,004	$5,004
Certifications	$15,000	$15,000	$15,000
Taxes	$7,500	$7,500	$7,500
Total Operating Expenses	**$676,584**	**$1,071,274**	**$1,239,274**
Operating Income	**($478,576)**	**($101,991)**	**$8,518,688**
Interest Incurred			
Depreciation and Amortization	$5,668	$12,332	$20,333

Income Taxes	$0	$0	$545,086
Total Expenses	**$784,244**	**$1,614,323**	**$7,046,731**
Net Profit	**($484,244)**	**($114,323)**	**$7,953,269**
Net Profit / Sales	**(161%)**	**(8%)**	**53%**

Projected Balance Sheet

	FY2016	FY2017	FY2018
Cash	$446,054	$264,420	$7,387,025
Accounts Receivable	$64,310	$133,970	$1,339,834
Inventory			
Other Current Assets			
Total Current Assets	**$510,364**	**$398,390**	**$8,726,859**
Long-Term Assets	$24,000	$48,000	$72,000
Accumulated Depreciation	($5,668)	($18,000)	($38,333)
Total Long-Term Assets	**$18,332**	**$30,000**	**$33,667**
Total Assets	**$528,696**	**$428,390**	**$8,760,526**
Accounts Payable	$0	$0	$0
Income Taxes Payable	$0	$0	$136,272
Sales Taxes Payable	$12,938	$26,955	$269,550
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities	**$12,938**	**$26,955**	**$405,822**
Long-Term Debt			
Total Liabilities	**$12,938**	**$26,955**	**$405,822**
Paid-in Capital	$1,000,000	$1,000,000	$1,000,000
Retained Earnings		($484,242)	($598,565)
Earnings	($484,242)	($114,323)	$7,953,269
Total Owner's Equity	**$515,758**	**$401,435**	**$8,354,704**
Total Liabilities & Equity	**$528,696**	**$428,390**	**$8,760,526**

Projected Cash Flow Statement

	FY2016	FY2017	FY2018
Net Cash Flow from Operations			
Net Profit	($484,244)	($114,323)	$7,953,269
Depreciation and Amortization	$5,668	$12,332	$20,333
Change in Accounts Receivable	($64,310)	($69,660)	($1,205,864)
Change in Inventory			
Change in Accounts Payable	$0	$0	$0
Change in Income Tax Payable	$0	$0	$136,272
Change in Sales Tax Payable	$12,938	$14,017	$242,595
Change in Prepaid Revenue			
Net Cash Flow from Operations	**($529,948)**	**($157,634)**	**$7,146,605**
Investing & Financing			
Assets Purchased or Sold	($24,000)	($24,000)	($24,000)
Investments Received	$1,000,000		
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
Net Cash Flow from Investing & Financing	**$976,000**	**($24,000)**	**($24,000)**
Cash at Beginning of Period	$2	$446,054	$264,420
Net Change in Cash	$446,052	($181,634)	$7,122,605
Cash at End of Period	**$446,054**	**$264,420**	**$7,387,025**