

# **BUSINESS PLAN**



**MyWayIn LLC**

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# 1. EXECUTIVE SUMMARY

## 1.1 Product

Kool Relief is a patent pending product that Mark LeLong and his company, MyWayIn, LLC, want to manufacture and market to women and families of patients undergoing radiation therapy globally. Kool Relief does not offer a cure or alternative to radiation therapy; it is designed to alleviate the burning side effects caused by radiation. Kool Relief is a new, patent pending product designed to provide relief for breast cancer patients who are experiencing burns during their radiation therapy.



There are several types of radiation given for cancer; however they all have one thing in common: radiation therapy in most cases burns the skin and under lying tissue of the patient. Kool Relief uses the tried and proven heat sink technology that can be seen in computers, electronics, lighting and electric motors. The principle of a heat sink is to absorb heat from an abnormally hot area and dissipate the collected heat into the surrounding air. Mr. LeLong used these principles in designing the Kool Relief unit. When one side of Kool Relief unit makes contact with the breast the product draws heat from the breast. Through the contact the heat of the breast begins to make the Kool Relief unit as warm as the breast. The heat then travels away from the affected area to the opposite side to the cooling fins. As the ambient air passes thru the fins the heat is dissipated. With the heat dissipating into the air, the breast cancer patient will experience a cool sensation. For patients undergoing long term radiation treatment the opportunity for pain relief is welcomed and unfounded until Kool Relief.

Kool Relief fills a need in the marketplace because it is the only product that extracts the heat. Products on the market today are chemical based, topical solutions or natural/manmade lotions and creams to treat the effected skin surface. These topical treatments do not provide pain relief down to the under lying tissue the way Kool Relief does. This heat extraction results in longer pain relief for the patient.

## 1.2 Customers

Globally there were nearly 1.9 million new cases of breast cancer diagnosed in 2014; some 26% of them were treated by radiation therapy equating to nearly 400,000 women experiencing some type of burn related side effect last year alone. The world is on track to burn another 442,000 women in the upcoming year. The goal of Kool Relief is simple, every breast cancer patient having radiation therapy, should have a Kool Relief in hand before they get there first dose of radiation. These numbers exemplify the potential impact Kool Relief will have on the lives of women and their families. Typically a spouse or child serve as caregiver to their loved one undergoing treatment. Watching your loved one suffer in pain as a result of treatment can be emotionally taxing on those providing care. The impact of Kool Relief is exponential because it not only provides relief to the patient, but also to the family who will have peace of mind knowing their mother, wife, aunt or grandma will have an improved quality of life.

Furthermore, Kool Relief has the potential to help all patients who undergo radiation therapy; however, at this time Kool Relief is primarily focusing on women with breast cancer. Radiation therapy can be given in many forms of treatment, but they will all burn the patient. Some burns will be less severe than others, but make no mistake radiation burns as a side effect of its use. Kool Relief is disruptive to the normal method of treatment for women going thru breast cancer radiation therapy offering them a better quality of life while they are being burned by radiation therapy.

## **1.3 What Drives Us**

Over the years Mr. LeLong has seen family members and close friends experience the long journey of cancer. Acting as a caregiver for these breast cancer survivors, Mr. LeLong is intimately aware of both the emotional and physical affects breast cancer can have. From the first day of a cancer diagnosis to the distinguishing honor of becoming a Cancer Survivor, that person's life has changed forever in one way or another. Sadly if you were to stand up and start asking you might find that cancer in one form or another might be affecting a family member, friend or even a coworker thus showing that everyone is affected one way or the other by physical and/or emotional affects of breast cancer. Kool Relief was driven from the desire to help alleviate pain and increase quality of life for those close family and friends. The passion has grown through the realization of commercialization of the product and how many families this product can serve in a positive way.

## **1.4 Loan Request**

Kool relief is currently manufactured in house from machinery and tooling purchased for this endeavor. With the launch of <http://www.KoolRelief.com> and the submission of the site to search engines it became apparent that initial interest is beyond the capacity of Kool Reliefs existing manufacturing machinery and tooling, requiring a manufacturing upgrade to handle the forecasted market demand.

Mr. LeLong is requesting a loan of \$45,000 and has already invested \$22,000 in the business for a total project cost of \$67,000. The funds will be allocated as follows: Injections Molds - \$22,000; Shop Equipment - \$15,000, Legal/Accounting/Patent - \$935, Inventory - \$500, Marketing/Advertising - \$4,155, Lease - \$1,308, Prepaid Utilities - \$2,100, Prepaid Insurance - \$2,000, Office Supplies - \$149 and Working Capital - \$18,853.

Winning the InnovateHER competition would provide a much needed injection of capital. To this point, product development and manufacturing have been self-funded. With the growth potential it is easy to see that machinery capacity will be the limiting manufacturing of Kool Relief units. While some think securing a loan will help, it is a driving force to remain debt free as like any business, increase overhead would need to be passed on to a lady in need of help. Any winnings from this competition would allow for expansion of new equipment without impacting the overall cost to a lady in need of Kool Relief.

## **2. COMPANY DESCRIPTION**

### **2.1 Mission Statement**

To improve the quality of life for breast cancer patients when the burning side effects of radiation therapy set in and offer the product at a fair and affordable price making the unit accessible to those in need.

### **2.2 Goal/Objectives**

The goal of Kool Relief is simple; get a Kool Relief unit to every breast cancer patient having radiation therapy before they get their first dose of radiation.

In order to achieve this goal, Kool Relief has set the following objectives:

- To mass produce a minimum of 1,000 Kool Relief units per month by the third month after the upgraded equipment has been ordered and installed.
- To maintain an inventory quantity of 2,500 Kool Relief units by the sixth month after the upgraded equipment has been installed.
- To be able to reduce the per unit price from \$54.80 to \$35.00. This price change will be reflected by upgrade and installing new equipment. By choosing to upgrade equipment and the production process Kool Relief should be able to reduce the per unit manufacturing time by 80%.

### **2.3 Principal Member**

Kool Relief is currently staffed by its principle inventor and designer Mark LeLong. During the research and development stage, Mr. LeLong was fortunate to have the support of friends and supporters who contributed their time and talents when available to assist with this phase of the Kool Relief's development.

### **2.4 Legal Structure**

Kool Relief is owned by MyWayIn, LLC. The LLC's offices are located at 913 N. Market Street, Suite 200, Wilmington Delaware 19801. Mr. LeLong is currently working with council to register his LLC as a foreign LLC doing business in California. He is the principal member of the LLC and chose this legal structure because Kool Relief grows it will have a physical presence for distribution on the east and west coast of the United States. This will allow for a more timely product distribution for its US and International customers.

### **3. MARKET RESEARCH**

#### **3.1 Market Opportunity**

While one might think that Kool Relief would be part of the medical oncology manufacturing industry, it is not.

Kool Relief is a unique niche product and not other companies offer a similar product(s)/ solution to the burning side effects of Radiation Therapy for breast cancer patients. Many physicians and major medical centers offer a variety of Aloe Vera based products, some of them requiring a prescription or come from the health and beauty product manufactures. Their offerings consist of lotions and creams. Some of the more well known in the field are Miaderm(3), Triderma radiation skin relief(4), My girls skin care cream(5). A search of the web will reveal that these products treat the skin tissue without any of the benefits that using Kool Relief provides.

#### **3.2 Customers**

According to the Susan G. Komen Foundation, globally Breast cancer affected 1.9 million (1) people in 2014 with a new Breast Cancer diagnosis. Out of this global population, 232,840 (1) were here in the United States and it is estimated that 26% (2) percent of those cases will be treated with some form of radiation therapy. The potential customer for Kool Relief will be any person receiving radiation therapy for some kind of Breast cancer or the 60,538 women with new diagnosis of breast cancer in the US and nearly 400,000 worldwide.

A Breast cancer patient will typically be treated for six weeks, five days a week for a total of 30 days. There are a variety of types of radiation therapy and how they are administered, but they all have one thing in common: they are all a form of radiation that burns the tumor or the clean margins around it, neutralizing the continued growth of the cancer cells. In order for radiation to do its job it will also burn the skin of the breast and the underlying tissue down to the cancer's depth in the breast. This burning progresses day after day until radiation treatment is complete. In many cases the effects of the burning is compounded with each additional dose of radiation. A simple search of the web for breast cancer radiation therapy images will show that some of these treatments can be similar in characteristics of a third degree burn. Most patients will continue to have burn symptoms up to an additional two months on average, however side effects can last up to five years for some women.

The medical community tends to down play the potential for burns with a statement similar to this: Radiation therapy can cause a dryness, irritation and redness similar to a sunburn. There are many websites that will confirm this description, on any given date Google will return 169,000 results by using "breast cancer radiation therapy irritation and redness similar to a sunburn" in a search confirming Mark LeLong's research of these facts.

Kool Relief received this testimonial letter:

Mark,

I am so glad that I came upon your product for my mom. After just a few radiation treatments she experienced a lot of pain and discomfort. Mom and I both scanned the Internet looking for some relief.

I came upon your web site and was able to speak with you directly which I liked very much. I really felt very confident that you were on to something.

The breast ring was made and shipped quickly, as promised, and my mom was eager to try it. At this point she was badly burned.

I spoke to her just a few minutes ago and she stated that the product provided good temporary relief. She carries it with her in her purse. She stated that when she experiences any discomfort, she reaches for it. She felt that the best way to use it is to recline and relax, resting at the same time.

After her radiation is completed, she will use as a first aid for minor burns. She has recommended it to other patients. I will continue to also tell others.

Thank you for helping my mom and so many other people.

Sincerely  
Elaine DiRusso

### **3.3 Competitors**

Of the few in this market place addressing the issues of radiation therapy burns, the current marketable options for a patient during this period of pain and burning are lotions and creams with Aloe Vera being key ingredients to moisturize and treat the skin burns. Some women have gone to home remedies of soft ice packs or frozen peas. Lotions and cream companies like Miaderm (3) and My Girls skin care cream aid in keeping the burned skin pliable, so it won't crack and bleed but they don't affect the heat/burning sensations. The soft ice packs or a bag of frozen peas is the closest marketable product to Kool Relief; however, they are inefficient in helping patients during their time of need. An ice pack is frozen (6) so applying that form of cold can damage the burned area doing more harm than good. Additionally, an ice pack has a very short cycle of coolness before needing to be re-frozen and it also becomes wet when it starts to warm, again doing more harm than good to the burned area.

### **3.4 Competitive Advantage**

When Kool Relief is applied to the burned area it will create a disruptive area between the overheated (burned) breast and the air in the room. This disruption will draw heat out of the breast tissue and dissipate it into the cooler air making the surface contacting the breast cool, but never frozen. Since Kool Relief provides a dry cold as it gets its coolness from the dissimilarities between the breast temperature and the ambient room temperature it will never sweat or become moist like an ice pack.

Kool Relief's sole purpose is to draw heat out of the radiation affected area and surrounding tissue. The unique design of Kool Relief isn't available anywhere else in the world and not only cools the skin but also the area within the breast. The loss of heat to the breast can also help with swelling associated with a burn. In addition, Kool Relief is designed to be dishwasher safe and can be used in conjunction with creams and lotions.

In the event of a woman having a new diagnosis of breast cancer in an additional area, a quick dishwasher cleaning and she will be ready to put Kool Relief to work again. Unlike other products offered for the treatment of radiation therapy burns, Kool Relief has no expiration date like lotions and creams on the market.

With its patent pending, Kool Relief is able to confidently state there is nothing like it on the market, thus the consumer market potential is one Kool Relief unit for every breast cancer patient receiving radiation therapy in the world.

## 4. PRODUCT LINE

### 4.1 Product

Kool Relief is a new patent pending product designed to provide relief for breast cancer patients who experience burns during their radiation therapy. Kool Relief is a new use for a tried and proven technology, of a heatsink. Heat sinks can be seen in a variety of places in daily life, such as computers, electronics, lighting and electric motors. The principle of a heat sink is to absorb heat from an abnormally hot area and dissipate the collected heat into the surrounding air. Kool Relief has used these principles in designing a product that can be a heat sink for the radiated breast. When one side of Kool Relief unit makes contact with the breast Kool Relief starts drawing the heat from the breast. As the heat of the breast begins to make Kool Relief get as warm as the



breast, the heat travels thru to the opposite side away from the breast to the cooling fins. As the ambient air passes thru the fins, the heat is dissipated into the air. With the heat dissipating into the air, the lack of heat will cause the surface temperature contacting the breast to be cooler than the breast, giving the lady a cool sensation.

It seems that doctors and medical facilities view the severity of radiation therapy burns differently than the patients that have gone thru and experienced the burns. You can pretty much select any cancer radiation facility on the web and you will find them describing it as some redness similar to a sun burn, yet when patents write about it their experience is much different (7). As there is such a large gap in opinions of how bad the burns really are, there is very little solid data as to anyone studying this or keeping statistics on this subject. As Mr. LeLong researched the marketability of his Kool Relief product using such things as burn images from the web, listening to a variety of social media and the relevance of keyword searches one thing came to light, the structure of after care and quality of life are being addressed by the medical community, the basic recommendation was that of lotions and creams that treat burns. Just like over the counter products that treat sun burns, they treat the skin surface where it's applied.

The design and style of Kool Relief has gone thru several changes during development based on input



from women that were actively receiving radiation therapy. Feedback was also received from several women who were post radiation treatment. Having been burned prior to the Kool Relief invention these women were pivotal in sharing their experiences with lotions and creams that are considered to be highly effective in the treating of radiation burns. In Mid-August of 2015 Mr. LeLong called an oncologist seeking information, when the receptionist was told the reason for the call Mr. LeLong received the following statement from the receptionist “Oh my god, where the hell have you been? This is my first week back to work after getting radiation. I burned so bad; I paid \$60.00 bucks for a cream that did nothing!” She has since given Mr. LeLong her input about his design.

## **4.2 Pricing Structure**

During its website and market test stage, Kool Relief established an initial retail price of \$54.80. This price point is higher than the average price of lotions and creams on the market. In spite of the cost, the Kool Relief website got on average between 18 and 20 clicks a day. During this period of testing 5 women placed an order at what Kool Relief considers to be an elevated price. These women have received their Kool Relief units and are using the first units sold to the public.

Once Kool Relief’s testing is complete and the manufacturing process has been upgraded, Kool Relief intends to offer the new units for \$35.00 each online. With the upgraded manufacturing process, the cost of goods sold percentage will be 19%.

## **4.4 Intellectual Property Rights**

Kool Relief is registered as patent pending #US 62/200,718. Sometime next year Mr. LeLong plans on submitting a formal patent application as required by the United States Patent and Trademark Office.

## **4.5 Research & Development**

At this time Kool Relief is designed to help those women who will go thru breast cancer radiation therapy. As Kool Relief grows there will be other sites and medical conditions that cause pain and discomfort that Kool Relief can be reconfigured for. The Kool Relief patent claims do not only reflect the breast cancer product being marketed today, in fact the patent’s claim covers the use of any kind of heatsink configuration to cool the body.

One of Mr. LeLong’s family members being treated with radiation therapy for another kind of cancer, not involving the breast, is testing a new model of Kool Relief with very positive results. While this model was in development her burns became very dry and painful and her doctor prescribed a lotion that insurance would not cover the cost of \$200.00. The lotion helped the dry skin, but did nothing for the heat and pain of her burns. Once Mark LeLong delivered his new model to her, her burns were soothed by the Kool Relief cooling affects.

## 5. MARKETING & SALES

Potential customers will be obtained by three basic methods. The first method will be thru direct Internet sales. The second set of customers will come thru retail Internet catalog sites such as Amazon & eBay or specialty cancer sites like CureDiva (8). The third potential customers will come in the form of face to face and word of mouth sales. As listed below

The Kool Relief product has a potential of multiple revenue channels:

- Direct web sales thru <http://www.KoolRelief.com>
- Wholesale sales to specialty cancer web sites
- Direct face to face consumer sales.

With radiation therapy being such a prominent treatment method now and for the foreseeable future, Kool Relief's marketability and revenue streams will reset each year as new cases of breast cancer get diagnosed at an estimated rate of 54,000 in the US and 494,000 outside the US.

### 5.1 Growth Strategy

Because of the staggering numbers of new breast cancer diagnosis each year, the potential for new clients of Kool Relief is ongoing. Unfortunately, until someone finds a cure for breast cancer there will always be a need for Kool Relief. As the world strives to do their very best to cure breast cancer, the reality is that 1 in 5 women will get breast cancer. Of the yearly total some 54,000 women will be treated with radiation in the US, with an additional 494,000 worldwide.

The growth of the Kool Relief Company can be addressed in two separate elements of its business model. The first area for growth will be to have a facility and equipment in place to scale production based on need. Due to Kool Relief's ability to effect change in a woman's quality of life, Kool Relief must never be in a position to catch up with the demands of growth. As the window of time is tight for treatment, if Kool Relief were to miss or backorder even one unit it would directly translate to a patient not getting relief from a Kool Relief unit. Kool Relief must always have enough stock ready to ship as needed, being in a position of a backorder for Kool Relief must always be our focus and anything less is unacceptable. Once Kool Relief completes the upgrade to its manufacturing process it will be able to sustain an inventory between 500-1000 allowing us to have less than \$5,000.00 of inventory sitting on the shelf at any one time. This level of inventory would support US sales and a modest share of International sales.

The second area for growth will be patient/doctor product knowledge and acceptance. Radiation therapy patients have a 90 day window in most cases where Kool Relief is going to be of the most use to them. Due to the short window of usage, it's imperative that Kool Relief be on the doctors list of things to discuss with the patient at the time of diagnosis. If Radiation therapy is part of the doctor's treatment plan Kool Relief should be prepared to be of service to that patient at a moment's notice. In an ideal situation a program of consignment or maybe handing out a Kool Relief as part of the fees for that doctors visit. No matter what the distribution method turns out to be, the patient receiving radiation should have a Kool Relief in hand before the first treatment. By running test marketing thru Google,

Kool Relief has found that these women are looking for greater relief than creams and lotions can provide. Mr. LeLong understands the need to reach out to oncology doctors and their staff will be one of the fastest ways to get Kool Relief to patients in need. Growth in this form can be achieved by many means including: social media, letters, and flyers and most important a cold calling. No matter how tech savvy the world may become there is nothing stronger than word of mouth.

## **6. FINANCIAL PROJECTIONS**

Kool Relief is a pre-revenue startup. The entire R&D process and machinery has been secured by personal funds. Kool Relief is carrying no debt. Kool Relief has yet to offer the Kool Relief units for sale to the public in volume. Mark LeLong has been able to create a forecast of sales based on a variety of data as production limits have not allowed for sales to the public.

In order to test marketability and demand, Kool Relief setup an AdWords test account targeting the <http://www.KoolRelief.com> website. AdWords is a pay per click campaign opportunity offered by Google in conjunction to their search engine. AdWords allows for a very specific piece of pie that can be analyzed for business projections. AdWords is keyword or phrase driven; displaying product ads that are relevant to the keyword query. Displays of ads are driven by an auction between business owners. The higher a bid is the higher on page results the ad will run, #1 at top of a page is the most desirable. The benefit of this type of data analysis is that you only get traffic you are willing to pay for, helping weed out results that might otherwise match a query based on pages content. One example might be to search for cancer, cancer can be found in many sites that have little to do with a potential Kool Relief customer. A cancer search will show results for Brain Cancer, Colon Cancer, Cancer research, Cancer walks and Breast Cancer. By using AdWords and paying for “Breast Cancer Radiation Therapy” results will target only that phrase and not show results for other cancers. This type of testing also allows for a vertical projection of sales based on budget, for example setting a budget of \$10.00 per day might return an average of 20 clicks on an ad. Interest and market research were based on testing using Google AdWords with a limited controlled budget for a test case. For this test case Mark LeLong allotted \$10.00 per day with a maximum of \$300.00 dollars per month. Using Kool Relief specific phrases like “relief from radiation burns”, “treatment for radiation burns”, “radiation burns treatment” gave Mark LeLong a unique insight into the potential market that Kool Relief can service and the competitors that are trying to reach this market with other products.

One can accurately assume that to increase a budget to \$20.00 per day will yield 40 clicks a day given enough of a demand for the product. Google also provides historical search data allowing for demand analysis as well.

Kool Relief’s test campaign was setup with a \$10.00 per day budget with specific keyword phrases associated with breast cancer radiation therapy burns. Daily averages ranged between 18 and 20 clicks a day. As this was a projection test and not designed to generate sales, the web page was setup making it difficult to complete an order as well as a price of \$54.80 based on the time consuming process needed build one Kool Relief unit. After the upgrade, the sales price will be reduced to the more reasonable figure of \$35.00. It is worthy to note during this test in spite of order difficulty and a high price, Kool Relief fulfilled 5 orders from women wanting Kool Relief.

It is estimated that it can take six to eight weeks for delivery and setup of the new equipment. Once

manufacturing upgrades are in place, Kool Reliefs sales projection for internet sales should be near \$27,188.00 per month. This is based on a purchase price of \$35.00 dollars per unit with a 19% cost of goods per unit sold. In order to reach this monthly forecast Kool Relief will need to have sales of 31 units per day, requiring an AdWords adjustment of \$15.00 - \$20.00 per day instead of \$10.00 per day. This campaign modification would generate 959 ad clicks per month or just under 12,000 clicks a year, which is 2.26% of the women receiving breast cancer radiation therapy globally per year. The disruptive technology of Kool Relief provides an answer to a need that promises to offer the ability to sustain large profits, but more important is the fact that for every Kool Relief sold a woman's life is effectively changed for the better.

Mr. LeLong is requesting a loan of \$45,000 and has already invested \$22,000 in the business for a total project cost of \$67,000. The funds will be allocated as follows: Injection Molds - \$22,000; Shop Equipment - \$15,000, Legal/Accounting/Patent - \$935, Inventory - \$500, Marketing/Advertising - \$4,155, Lease - \$1,308, Prepaid Utilities - \$2,100, Prepaid Insurance - \$2,000, Office Supplies - \$149 and Working Capital - \$18,853.

## **7. APPENDIX**

1. <http://globocan.iarc.fr/old/FactSheets/cancers/breast-new.asp>
2. <http://ww5.komen.org/BreastCancer/Statistics.html>
3. <http://www.miaderm.com>
4. <http://www.triderma.com/radiation-skin-relief.html>
5. <http://www.mygirlscream.com>
6. <https://www.mskcc.org/cancer-care/patient-education/skin-care-guidelines-patients-receiving-radiation-therapy>
7. <http://www.cancercompass.com/message-board/message/all,39054,0.htm>
8. <http://www.CureDiva.com>

# Kool Relief

## Sources and Uses of Funds

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Sources of Funds	
Owners Capital Injection (no sweat)	\$22,000
Loan / Line of Credit	\$45,000
<b>Total Sources of Funds / Project Cost</b>	<b>\$67,000</b>

Uses of Funds	
Business Purchase	
Building Purchase	
Lease (First / Security)	\$1,308
Tenant Improvements / Buildouts	\$0
Signage	\$0
Trademark/Patent Fee	\$135
Advertising / Marketing	\$4,155
Computers and Electronics	\$0
Shop Equipment	\$15,000
Furniture	\$0
Inventory	\$500
Legal and Accounting Fees	\$800
Office Supplies	\$149
Payroll during training	\$0
Payroll taxes during training	\$0
Permits and Licenses	\$0
Prepaid Insurances	\$2,000
Postage	\$0
Injection Molds	\$22,000
Franchise Fee	\$0
Utilities	\$2,100
<b>Total Uses of Funds</b>	<b>\$48,147</b>

**Working Capital / Beginning Cash** **\$18,853**

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**Total Uses of Funds / Project Cost** **\$67,000**

# Kool Relief

## Cash Flow Projection Year 1

CASH IN	1	2	3	4	5	6	7	8	9	10	11	12	TOTALS	%'s
<b>Beginning Cash Balance</b>	<b>\$0</b>	<b>\$25,667</b>	<b>\$43,771</b>	<b>\$76,694</b>	<b>\$109,617</b>	<b>\$142,540</b>	<b>\$175,463</b>	<b>\$208,386</b>	<b>\$231,321</b>	<b>\$264,244</b>	<b>\$297,167</b>	<b>\$330,090</b>	<b>\$0</b>	
New Cash Injection for Working Capital	\$18,853	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	\$18,853	
<b>Cash Received from Operations</b>														
Total Sales (Cash and Account)	\$14,266	\$28,534	\$47,560	\$47,560	\$47,560	\$47,560	\$47,560	\$47,560	\$47,560	\$47,560	\$47,560	\$47,560	\$518,401	
(Sales on Account)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Current Accts Receivable Collections	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
<b>TOTAL CASH-IN</b>	<b>\$14,266</b>	<b>\$28,534</b>	<b>\$47,560</b>	<b>\$47,560</b>	<b>\$47,560</b>	<b>\$47,560</b>	<b>\$47,560</b>	<b>\$47,560</b>	<b>\$47,560</b>	<b>\$47,560</b>	<b>\$47,560</b>	<b>\$47,560</b>	<b>\$518,401</b>	100.00%
<b>CASH OUT</b>														
Cost of Goods Sold	\$2,711	\$5,421	\$9,036	\$9,036	\$9,036	\$9,036	\$9,036	\$19,024	\$9,036	\$9,036	\$9,036	\$9,036	\$108,484	20.93%
(Purchases on Account)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Payment of Current Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total Fixed (Equipment) Asset Purchases	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
<b>Operating Expenses</b>														
Accounting Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Advertising and Marketing	\$339	\$339	\$339	\$339	\$339	\$339	\$339	\$339	\$339	\$339	\$339	\$339	\$4,068	0.78%
Credit Card / ATM Machine	\$267	\$533	\$889	\$889	\$889	\$889	\$889	\$889	\$889	\$889	\$889	\$889	\$9,691	1.87%
Credit Card / ATM Monthly Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Interest on New Loan	\$281	\$277	\$273	\$270	\$266	\$262	\$258	\$254	\$250	\$245	\$241	\$0	\$2,876	0.55%
Payroll	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Postage	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Rent / Lease Payment	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$1,308	0.25%
Office Supplies	\$0	\$0	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$700	0.14%
Telephone/Internet Expenses	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$1,020	0.20%
Utilities (gas/electric)	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$480	0.09%
Workers Compensation Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Insurance	\$0	\$0	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$1,670	0.32%
Owner Draw	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000	
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Principle on New Loan	\$620	\$624	\$628	\$632	\$636	\$640	\$644	\$648	\$652	\$656	\$660	\$664	\$7,707	
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
<b>TOTAL CASH-OUT</b>	<b>\$7,452</b>	<b>\$10,430</b>	<b>\$14,637</b>	<b>\$14,637</b>	<b>\$14,637</b>	<b>\$14,637</b>	<b>\$14,637</b>	<b>\$24,625</b>	<b>\$14,637</b>	<b>\$14,637</b>	<b>\$14,637</b>	<b>\$14,400</b>	<b>\$174,004</b>	
<b>Net Cash Flow</b>	<b>\$6,814</b>	<b>\$18,104</b>	<b>\$32,923</b>	<b>\$32,923</b>	<b>\$32,923</b>	<b>\$32,923</b>	<b>\$32,923</b>	<b>\$22,935</b>	<b>\$32,923</b>	<b>\$32,923</b>	<b>\$32,923</b>	<b>\$33,160</b>	<b>\$344,397</b>	
<b>Ending Cash Balance</b>	<b>\$25,667</b>	<b>\$43,771</b>	<b>\$76,694</b>	<b>\$109,617</b>	<b>\$142,540</b>	<b>\$175,463</b>	<b>\$208,386</b>	<b>\$231,321</b>	<b>\$264,244</b>	<b>\$297,167</b>	<b>\$330,090</b>	<b>\$363,250</b>	<b>\$363,250</b>	

# Kool Relief

## Cash Flow Projection

Sales Growth Rate

17%

Year 2

Expense Growth Rate

3%

CASH IN	1	2	3	4	5	6	7	8	9	10	11	12	TOTALS	%s
<b>Beginning Cash Balance</b>	<b>\$363,250</b>	\$371,498	\$389,488	\$420,223	\$450,958	\$481,694	\$512,429	\$543,165	\$573,900	\$604,636	\$635,371	\$666,106	<b>\$363,250</b>	
New Cash Injection for Working Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	
<b>Cash Received from Operations</b>														
Total Sales (Cash and Account)	\$16,691	\$33,385	\$55,645	\$55,645	\$55,645	\$55,645	\$55,645	\$55,645	\$55,645	\$55,645	\$55,645	\$55,645	<b>\$606,529</b>	
(Sales on Account)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	
Current Accts Receivable Collections	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	
<b>TOTAL CASH-IN</b>	<b>\$16,691</b>	<b>\$33,385</b>	<b>\$55,645</b>	<b>\$55,645</b>	<b>\$55,645</b>	<b>\$55,645</b>	<b>\$55,645</b>	<b>\$55,645</b>	<b>\$55,645</b>	<b>\$55,645</b>	<b>\$55,645</b>	<b>\$55,645</b>	<b>\$606,529</b>	100.00%
<b>CASH OUT</b>														
Cost of Goods Sold	\$6,676	\$13,354	\$22,258	\$22,258	\$22,258	\$22,258	\$22,258	\$22,258	\$22,258	\$22,258	\$22,258	\$22,258	<b>\$242,612</b>	40.00%
(Purchases on Account)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	
Payment of Current Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	
Total Fixed (Equipment) Asset Purchases	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	0.00%
<b>Operating Expenses</b>														
Accounting Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	0.00%
Advertising and Marketing	\$349	\$349	\$349	\$349	\$349	\$349	\$349	\$349	\$349	\$349	\$349	\$349	<b>\$4,190</b>	0.69%
Credit Card / ATM Machine	\$275	\$549	\$916	\$916	\$916	\$916	\$916	\$916	\$916	\$916	\$916	\$916	<b>\$9,982</b>	1.65%
Credit Card / ATM Monthly Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	0.00%
Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	0.00%
Interest on New Loan	\$233	\$229	\$225	\$220	\$216	\$212	\$208	\$203	\$199	\$195	\$190	\$186	<b>\$2,515</b>	0.41%
Payroll	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	0.00%
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	0.00%
Postage	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	0.00%
Rent / Lease Payment	\$112	\$112	\$112	\$112	\$112	\$112	\$112	\$112	\$112	\$112	\$112	\$112	<b>\$1,347</b>	0.22%
Office Supplies	\$0	\$0	\$72	\$72	\$72	\$72	\$72	\$72	\$72	\$72	\$72	\$72	<b>\$721</b>	0.12%
Telephone/Internet Expenses	\$88	\$88	\$88	\$88	\$88	\$88	\$88	\$88	\$88	\$88	\$88	\$88	<b>\$1,051</b>	0.17%
Utilities (gas/electric)	\$41	\$41	\$41	\$41	\$41	\$41	\$41	\$41	\$41	\$41	\$41	\$41	<b>\$494</b>	0.08%
Workers Compensation Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	0.00%
Insurance	\$0	\$0	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	<b>\$1,720</b>	0.28%
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	0.00%
Principle on New Loan	\$669	\$673	\$677	\$681	\$685	\$690	\$694	\$698	\$703	\$707	\$712	\$716	<b>\$8,305</b>	
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	0.00%
<b>TOTAL CASH-OUT</b>	<b>\$8,443</b>	<b>\$15,395</b>	<b>\$24,910</b>	<b>\$24,910</b>	<b>\$24,910</b>	<b>\$24,910</b>	<b>\$24,910</b>	<b>\$24,910</b>	<b>\$24,910</b>	<b>\$24,910</b>	<b>\$24,910</b>	<b>\$24,910</b>	<b>\$272,937</b>	
<b>Net Cash Flow</b>	<b>\$8,248</b>	<b>\$17,990</b>	<b>\$30,735</b>	<b>\$30,735</b>	<b>\$30,735</b>	<b>\$30,735</b>	<b>\$30,735</b>	<b>\$30,735</b>	<b>\$30,735</b>	<b>\$30,735</b>	<b>\$30,735</b>	<b>\$30,735</b>	<b>\$333,592</b>	
<b>Ending Cash Balance</b>	<b>\$371,498</b>	<b>\$389,488</b>	<b>\$420,223</b>	<b>\$450,958</b>	<b>\$481,694</b>	<b>\$512,429</b>	<b>\$543,165</b>	<b>\$573,900</b>	<b>\$604,636</b>	<b>\$635,371</b>	<b>\$666,106</b>	<b>\$696,842</b>	<b>\$696,842</b>	

Kool Relief

Cash Flow Projection		Sales Growth Rate		5%													
Year 3		Expense Growth Rate		3%													
CASH IN	1	2	3	4	5	6	7	8	9	10	11	12	TOTALS	%s			
Beginning Cash Balance	\$696,842	\$705,565	\$724,522	\$756,874	\$789,226	\$821,579	\$853,931	\$886,283	\$918,635	\$950,988	\$983,340	\$1,015,692	\$696,842				
New Cash Injection for Working Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	\$0				
Cash Received from Operations																	
Total Sales (Cash and Account)	\$17,526	\$35,054	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$636,856				
(Sales on Account)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
Current Accts Receivable Collections	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
TOTAL CASH-IN	\$17,526	\$35,054	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$58,428	\$636,856	100.00%			
CASH OUT																	
Cost of Goods Sold	\$7,010	\$14,022	\$23,371	\$23,371	\$23,371	\$23,371	\$23,371	\$23,371	\$23,371	\$23,371	\$23,371	\$23,371	\$254,742	40.00%			
(Purchases on Account)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
Payment of Current Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
Total Fixed (Equipment) Asset Purchases	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%			
Operating Expenses																	
Accounting Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%			
Advertising and Marketing	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$4,316	0.68%			
Credit Card / ATM Machine	\$283	\$566	\$943	\$943	\$943	\$943	\$943	\$943	\$943	\$943	\$943	\$943	\$10,281	1.61%			
Credit Card / ATM Monthly Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%			
Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%			
													\$0	0.00%			
Interest on New Loan	\$181	\$177	\$172	\$168	\$163	\$158	\$154	\$149	\$144	\$140	\$135	\$130	\$1,871	0.29%			
Payroll	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%			
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%			
Postage	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%			
Rent / Lease Payment	\$116	\$116	\$116	\$116	\$116	\$116	\$116	\$116	\$116	\$116	\$116	\$116	\$1,388	0.22%			
Office Supplies	\$0	\$0	\$74	\$74	\$74	\$74	\$74	\$74	\$74	\$74	\$74	\$74	\$743	0.12%			
Telephone/Internet Expenses	\$90	\$90	\$90	\$90	\$90	\$90	\$90	\$90	\$90	\$90	\$90	\$90	\$1,082	0.17%			
Utilities (gas/electric)	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$509	0.08%			
Workers Compensation Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%			
Insurance	\$0	\$0	\$177	\$177	\$177	\$177	\$177	\$177	\$177	\$177	\$177	\$177	\$1,772	0.28%			
Owner Draw	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%			
Principle on New Loan	\$721	\$725	\$730	\$734	\$739	\$743	\$748	\$753	\$757	\$762	\$767	\$772	\$8,950				
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%			
TOTAL CASH-OUT	\$8,803	\$16,097	\$26,075	\$26,075	\$26,075	\$26,075	\$26,075	\$26,075	\$26,075	\$26,075	\$26,075	\$26,075	\$285,653				
Net Cash Flow	\$8,723	\$18,957	\$32,352	\$32,352	\$32,352	\$32,352	\$32,352	\$32,352	\$32,352	\$32,352	\$32,352	\$32,352	\$351,203				
Ending Cash Balance	\$705,565	\$724,522	\$756,874	\$789,226	\$821,579	\$853,931	\$886,283	\$918,635	\$950,988	\$983,340	\$1,015,692	\$1,048,045	\$1,048,045				



# Kool Relief

## Projected Income Statements

Sales	YEAR 1	YEAR 2	YEAR 3
Total Sales	\$518,401	\$606,529	\$636,856
Cost of Sales			
Total Cost of Goods Sold	\$108,484	\$242,612	\$254,742
GROSS PROFIT MARGIN	\$409,917	\$363,918	\$382,113
Gross Profit %	79.07%	60.00%	60.00%
Operating Expenses			
Accounting Services	\$0	\$0	\$0
Advertising and Marketing	\$4,068	\$4,190	\$4,316
Credit Card / ATM Machine	\$9,691	\$9,982	\$10,281
Credit Card / ATM Monthly Fees	\$0	\$0	\$0
Depreciation	\$0	\$0	\$0
	\$0	\$0	\$0
Interest on New Loan	\$2,876	\$2,515	\$1,871
Payroll	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0
Postage	\$0	\$0	\$0
Rent / Lease Payment	\$1,308	\$1,347	\$1,388
Office Supplies	\$700	\$721	\$743
Telephone/Internet Expenses	\$1,020	\$1,051	\$1,082
Utilities (gas/electric)	\$480	\$494	\$509
Workers Compensation Insurance	\$0	\$0	\$0
Insurance	\$1,670	\$0	\$0
Owner Draw	\$36,000	\$1,720	\$1,772
Total Expenses	\$57,813	\$22,020	\$21,961
Net Profit	\$352,104	\$341,897	\$360,153
% of Sales	67.92%	56.37%	56.55%