

Start-Up Expenses Year I
(Starting Balance Sheet)

The Scent Guru Group LLC

Fixed Assets	Amount	Depreciation (years)	Notes
Real Estate-Land		Not Depreciated	
Real Estate-Buildings		20	
Leasehold Improvements		7	
Equipment	1,200	7	
Furniture and Fixtures		5	
Vehicles		5	
Other		5	
Total Fixed Assets	\$ 1,200		
Operating Capital	Amount	Notes	
Pre-Opening Salaries and Wages	-		
Inventory - Premier & Second Editins	28,860		
Inventory - Complete Edition	89,250		
Legal and Accounting Fees	4,000		
Preliminary Marketing Costs	4,000		
Website Creation	2,600		
Supplies	550		
E-Commerce Fees	310		
Licenses			
Other Initial Start-Up Costs			
Working Capital (Cash On Hand)	20,000		
Total Operating Capital	\$ 149,570		
Total Required Funds	\$ 150,770		

Sources of Funding	Percentage	Totals	Loan Rate	Term in Months	Monthly Payments	Notes
Owner's Equity	100.00%	150,770				
Outside Investors	0.00%					
Additional Loans or Debt						
Commercial Loan	0.00%		9.00%	84	-	
Commercial Mortgage	0.00%		9.00%	240	-	
Credit Card Debt	0.00%		7.00%	60	-	
Vehicle Loans	0.00%		6.00%	48	-	
Other Bank Debt	0.00%		5.00%	36	-	
Total Sources of Funding	100.00%	\$ 150,770			\$ -	
Total Funding Needed		\$ -				

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Sales Forecast Year I

The Scent Guru Group LLC

Product Lines	Units	Sales Price Per Unit	COGS Per Unit	Margin Per Unit
Essential Awakenings Premier Edition	500	\$ 72.90	\$ 25.49	\$ 47.41
Essential Awakenings Second Edition	500	\$ 72.90	\$ 25.49	\$ 47.41
Essential Awakenings Complete Edition	2800	\$ 72.90	\$ 17.85	\$ 55.05

Product Lines	06/17	07/17	08/17	09/17	10/17	11/17	12/17	01/18	02/18	03/18	04/18	05/18	Annual Totals	Category Breakdown	Category / Total
Essential Awakenings Premier Edition															
500 Sold	0	25	50	50	75	125	175	0	0	0	0	0	500		13.2%
Total Sales	-	1,823	3,645	3,645	5,468	9,113	12,758	-	-	-	-	-	\$ 36,450	100.0%	13.2%
Total COGS	-	637	1,275	1,275	1,912	3,186	4,461	-	-	-	-	-	\$ 12,745	35.0%	16.9%
Total Margin	-	1,185	2,371	2,371	3,556	5,926	8,297	-	-	-	-	-	\$ 23,705	65.0%	11.8%
Essential Awakenings Second Edition															
500 Sold	0	0	50	75	75	125	175	0	0	0	0	0	500		13.2%
Total Sales	-	-	3,645	5,468	5,468	9,113	12,758	-	-	-	-	-	\$ 36,450	100.0%	13.2%
Total COGS	-	-	1,275	1,912	1,912	3,186	4,461	-	-	-	-	-	\$ 12,745	35.0%	16.9%
Margin	-	-	2,371	3,556	3,556	5,926	8,297	-	-	-	-	-	\$ 23,705	65.0%	11.8%
Essential Awakenings Complete Edition															
2800 Sold	0	0	0	0	150	200	450	200	375	475	475	475	2,800		73.7%
Total Sales	-	-	-	-	10,935	14,580	32,805	14,580	27,338	34,628	34,628	34,628	\$ 204,120	100.0%	73.7%
Total COGS	-	-	-	-	2,678	3,570	8,033	3,570	6,694	8,479	8,479	8,479	\$ 49,980	24.5%	66.2%
Margin	-	-	-	-	8,258	11,010	24,773	11,010	20,644	26,149	26,149	26,149	\$ 154,140	75.5%	76.5%
Total Units Sold	0	25	100	125	300	450	800	200	375	475	475	475	3,800		
Total Sales \$	-	\$ 1,823	\$ 7,290	\$ 9,113	\$ 21,870	\$ 32,805	\$ 58,320	\$ 14,580	\$ 27,338	\$ 34,628	\$ 34,628	\$ 34,628	\$ 277,020		
Total Cost of Goods Sold \$	-	\$ 637	\$ 2,549	\$ 3,186	\$ 6,501	\$ 9,943	\$ 16,954	\$ 3,570	\$ 6,694	\$ 8,479	\$ 8,479	\$ 8,479	\$ 75,470		
Total Margin \$	-	\$ 1,185	\$ 4,741	\$ 5,926	\$ 15,369	\$ 22,863	\$ 41,366	\$ 11,010	\$ 20,644	\$ 26,149	\$ 26,149	\$ 26,149	\$ 201,550		

Operating Expenses Year I

The Scent Guru Group LLC

	06/17	07/17	08/17	09/17	10/17	11/17	12/17	01/18	02/18	03/18	04/18	05/18	Annual Totals
Expenses													
Advertising					300	400	400						\$ 1,100
E-Commerce Fees (Shopify)	29	29	29	29	29	29	29	29	29	29	29	29	\$ 348
Credit Card Processing Fees	-	27	109	136	328	492	874	218	410	519	519	519	\$ 4,151
Amazon Selling Fees		109	437	546	1,312	1,968	3,499	874	1,640	2,077	2,077	2,077	\$ 16,616
Insurance (product liability)	125	125	125	125	125	125	125	125	125	125	125	125	\$ 1,500
Legal and Professional Services	100	100	100	100	100	100	100	100	450	100	100	100	\$ 1,550
Licenses													\$ -
Office Expense		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	\$ 11,000
Contract Labor - Marketing	500	500	500	500	500	500	500	500	500	500	500	500	\$ 6,000
Contract Labor - Public Relations		2,500	2,500	2,500	2,500								\$ 10,000
Contract Labor - Office Assistant	600	600	600	600	600	600	600	600	600	600	600	600	\$ 7,200
Supplies	67	67	67	67	67	67	67	67	67	67	67	67	\$ 804
Travel, Meals and Entertainment	200	200	200	200	200	200	200	200	200	200	200	200	\$ 2,400
Office Equipment (Furniture and Computer)		900	1,200										\$ 2,100
Miscellaneous													\$ -
Total Expenses	\$ 1,621	\$ 6,157	\$ 6,867	\$ 5,803	\$ 7,061	\$ 5,481	\$ 7,394	\$ 3,713	\$ 5,021	\$ 5,217	\$ 5,217	\$ 5,217	\$ 64,769
Other Expenses													
Depreciation	14	14	14	14	14	14	14	14	14	14	14	14	\$ 171
Interest													
Commercial Loan	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Commercial Mortgage	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Credit Card Debt	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Vehicle Loans	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Other Bank Debt	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Line of Credit	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Bad Debt Expense	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Total Other Expenses	\$ 14	\$ 14	\$ 14	\$ 14	\$ 14	\$ 14	\$ 14	\$ 14	\$ 14	\$ 14	\$ 14	\$ 14	\$ 171
Total Fixed Operating Expenses	\$ 1,635	\$ 6,171	\$ 6,881	\$ 5,817	\$ 7,075	\$ 5,495	\$ 7,408	\$ 3,727	\$ 5,035	\$ 5,231	\$ 5,231	\$ 5,231	\$ 64,940

Cash Flow Forecast Year I

The Scent Guru Group LLC

	06/17	07/17	08/17	09/17	10/17	11/17	12/17	01/18	02/18	03/18	04/18	05/18	Totals
Beginning Balance	\$ 20,000	\$ 18,379	\$ 13,407	\$ 11,281	\$ 11,405	\$ 19,713	\$ 37,094	\$ 71,066	\$ 78,363	\$ 93,986	\$ 114,918	\$ 135,849	
Cash Inflows													
Cash Sales	-	1,823	7,290	9,113	21,870	32,805	58,320	14,580	27,338	34,628	34,628	34,628	\$ 277,020
Accounts Receivable	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Total Cash Inflows	\$ -	\$ 1,823	\$ 7,290	\$ 9,113	\$ 21,870	\$ 32,805	\$ 58,320	\$ 14,580	\$ 27,338	\$ 34,628	\$ 34,628	\$ 34,628	\$ 277,020
Cash Outflows													
Investing Activities													
New Fixed Asset Purchases	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Additional Inventory													\$ -
Cost of Goods Sold	-	637	2,549	3,186	6,501	9,943	16,954	3,570	6,694	8,479	8,479	8,479	\$ 75,470
Operating Activities													
Operating Expenses	1,621	6,157	6,867	5,803	7,061	5,481	7,394	3,713	5,021	5,217	5,217	5,217	\$ 64,769
Payroll	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Taxes	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Financing Activities													
Loan Payments	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Owners Distribution													\$ -
Line of Credit Interest		-	-	-	-	-	-	-	-	-	-	-	\$ -
Line of Credit Repayments													\$ -
Dividends Paid													\$ -
Total Cash Outflows	\$ 1,621	\$ 6,794	\$ 9,416	\$ 8,989	\$ 13,562	\$ 15,424	\$ 24,348	\$ 7,283	\$ 11,715	\$ 13,696	\$ 13,696	\$ 13,696	\$ 140,239
Net Cash Flows	\$ (1,621)	\$ (4,972)	\$ (2,126)	\$ 123	\$ 8,308	\$ 17,382	\$ 33,972	\$ 7,297	\$ 15,623	\$ 20,932	\$ 20,932	\$ 20,932	\$ 136,781
Operating Cash Balance	\$ 18,379	\$ 13,407	\$ 11,281	\$ 11,405	\$ 19,713	\$ 37,094	\$ 71,066	\$ 78,363	\$ 93,986	\$ 114,918	\$ 135,849	\$ 156,781	
Line of Credit Drawdown	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Ending Cash Balance	\$ 18,379	\$ 13,407	\$ 11,281	\$ 11,405	\$ 19,713	\$ 37,094	\$ 71,066	\$ 78,363	\$ 93,986	\$ 114,918	\$ 135,849	\$ 156,781	
Line of Credit Balance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	

Income Statement Year I

The Scent Guru Group LLC

	06/17	07/17	08/17	09/17	10/17	11/17	12/17	01/18	02/18	03/17	04/17	05/17	Annual Totals
Revenue													
Essential Awakenings Premier Edition	-	1,823	3,645	3,645	5,468	9,113	12,758	-	-	-	-	-	\$ 36,450
Essential Awakenings Second Edition	-	-	3,645	5,468	5,468	9,113	12,758	-	-	-	-	-	\$ 36,450
Essential Awakenings Complete Edition	-	-	-	-	10,935	14,580	32,805	14,580	27,338	34,628	34,628	34,628	\$ 204,120
Product 4	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
0	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
0	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Total Revenue	\$ -	\$ 1,823	\$ 7,290	\$ 9,113	\$ 21,870	\$ 32,805	\$ 58,320	\$ 14,580	\$ 27,338	\$ 34,628	\$ 34,628	\$ 34,628	\$ 277,020
Cost of Goods Sold													
Essential Awakenings Premier Edition	-	637	1,275	1,275	1,912	3,186	4,461	-	-	-	-	-	\$ 12,745
Essential Awakenings Second Edition	-	-	1,275	1,912	1,912	3,186	4,461	-	-	-	-	-	\$ 12,745
Essential Awakenings Complete Edition	-	-	-	-	2,678	3,570	8,033	3,570	6,694	8,479	8,479	8,479	\$ 49,980
	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Total Cost of Goods Sold	\$ -	\$ 637	\$ 2,549	\$ 3,186	\$ 6,501	\$ 9,943	\$ 16,954	\$ 3,570	\$ 6,694	\$ 8,479	\$ 8,479	\$ 8,479	\$ 75,470
Gross Margin	\$ -	\$ 1,185	\$ 4,741	\$ 5,926	\$ 15,369	\$ 22,863	\$ 41,366	\$ 11,010	\$ 20,644	\$ 26,149	\$ 26,149	\$ 26,149	\$ 201,550
Payroll	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operating Expenses													
Advertising	-	-	-	-	300	400	400	-	-	-	-	-	\$ 1,100
E-Commerce Fees (Shopify)	29	29	29	29	29	29	29	29	29	29	29	29	\$ 348
Credit Card Processing Fees	-	27	109	136	328	492	874	218	410	519	519	519	\$ 4,151
Amazon Selling Fees	-	109	437	546	1,312	1,968	3,499	874	1,640	2,077	2,077	2,077	\$ 16,616
Insurance (product liability)	125	125	125	125	125	125	125	125	125	125	125	125	\$ 1,500
Legal and Professional Services	100	100	100	100	100	100	100	100	450	100	100	100	\$ 1,550
Licenses	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Office Expense	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	\$ 11,000
Contract Labor - Marketing	500	500	500	500	500	500	500	500	500	500	500	500	\$ 6,000
Contract Labor - Public Relations	-	2,500	2,500	2,500	2,500	-	-	-	-	-	-	-	\$ 10,000
Contract Labor - Office Assistant	600	600	600	600	600	600	600	600	600	600	600	600	\$ 7,200
Supplies	67	67	67	67	67	67	67	67	67	67	67	67	\$ 804
Travel, Meals and Entertainment	200	200	200	200	200	200	200	200	200	200	200	200	\$ 2,400
Office Equipment (Furniture and Computer)	-	900	1,200	-	-	-	-	-	-	-	-	-	\$ 2,100
Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Other Expense 1													
Other Expense 2													
Total Operating Expenses	\$ 1,621	\$ 6,157	\$ 6,867	\$ 5,803	\$ 7,061	\$ 5,481	\$ 7,394	\$ 3,713	\$ 5,021	\$ 5,217	\$ 5,217	\$ 5,217	\$ 64,769
Income (Before Other Expenses)	\$ (1,621)	\$ (4,972)	\$ (2,126)	\$ 123	\$ 8,308	\$ 17,382	\$ 33,972	\$ 7,297	\$ 15,623	\$ 20,932	\$ 20,932	\$ 20,932	\$ 136,781
Other Expenses													
Amortized Start-up Expenses	1,120	1,120	1,120	1,120	1,120	1,120	1,120	1,120	1,120	1,120	1,120	1,120	\$ 13,440
Depreciation	14	14	14	14	14	14	14	14	14	14	14	14	\$ 171
Interest													
Commercial Loan	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Commercial Mortgage	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Credit Card Debt	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Vehicle Loans	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Other Bank Debt	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Line of Credit	-	-	-	-	-	-	-	-	-	-	-	-	\$ -

Income Statement Year I

Bad Debt Expense	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Total Other Expenses	1,134	1,134	1,134	1,134	1,134	1,134	1,134	1,134	1,134	1,134	1,134	1,134	\$ 13,611
Net Income Before Income Tax	\$ (2,755)	\$ (6,106)	\$ (3,260)	\$ (1,011)	\$ 7,174	\$ 16,247	\$ 32,838	\$ 6,163	\$ 14,488	\$ 19,797	\$ 19,797	\$ 19,797	\$ 123,170
Income Tax	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net Profit/Loss	\$ (2,755)	\$ (6,106)	\$ (3,260)	\$ (1,011)	\$ 7,174	\$ 16,247	\$ 32,838	\$ 6,163	\$ 14,488	\$ 19,797	\$ 19,797	\$ 19,797	\$ 123,170