



CONFIDENTIAL

Warehouse Kids LLC DBA Healthy Kids Inc.

Business Plan
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Executive Summary

Problem

Americans are suffering from the biggest health epidemic of our time. More than 36 percent of adults and 17 percent of children are obese.

In addition to the unhealthy food options that exist today, families also struggle with time. Parents continue to be torn between health and convenience.

Healthy Kids Inc. was created to solve the problems facing families today, such as not having time to meal plan or cook meals; not knowing how to cook beyond using the packaged products containing step-by-step instructions; confusion about what foods are healthy; lack of fruit and vegetable consumption; and overall family health and self-esteem in adults and children.

Solution

Healthy Kids Inc. is an innovative meal-planning tool that makes the entire healthy eating process fail proof so that time and skills are no longer an obstacle to healthy eating.

Using meal planning technology, the process of meal planning that once took an hour to complete can now be done in minutes. The meal plan is fully customizable to the family's needs and schedules for the week and takes the guesswork out of what to cook and what products to buy, even including organic recommendations in the customized shopping list for those items with the highest likelihood of pesticide residue.

The Healthy Kids Inc. meal planner also contains a Professional Chef's "How To" Cooking Video for each recipe on the site so that even children can learn about cooking in the kitchen and follow along with the Chef to assist mom or dad.

In 2016, Healthy Kids Inc. will introduce its next phase in innovative meal planning by integrating gardening technology into the meal planner, making it the first seed-to-table meal planner in the country.

Families will soon be shown how to grow vegetables to use in their favorite meals. The meal planner will recommend which vegetables to grow based on behavioral patterns and commonly added recipes to the

weekly meal plan. The family will be shown which container size is best for the vegetable, along with step-by-step growing tips specific to their growing zone. Push notifications will be sent to the family members reminding them to water, transplant, and harvest their vegetables. As their vegetables near harvest, the family's "recommended week" of meals will begin to automatically populate recipes that include their home-grown vegetables.

Staying true to the Healthy Kids Inc. mission, this feature will use technology to make the process of growing food fail proof for busy families.

Market

The Healthy Kids Inc. meal planner targets mothers age 25-42 with household income \$50,000-\$125,000. This market has two distinct target populations including Millennial Parents (ages 25-32) and Generation X Parents (ages 33-44).

Competition

There are a number of meal planning sites on the Internet. Most meal planning sites simply email a weekly list of recipes and shopping list for the user. This leaves the family with no ability to customize their meals based on their schedule for the week. Most meal plans include only lunch or dinner, and none of the other meal plans feature a professional chef's "how to" cooking video for each recipe.

The two largest meal plan competitors are eMeals with more than 200,000 subscribers and The Fresh 20 with more than 100,000 subscribers. The largest competitor from a technology perspective is Gathered Table, which launched a meal plan program in 2014. Their technology allows users to add recipes from outside sites and customize meal plans, but the recipes do not contain prep tips for busy families, or the chef's "how to" cooking videos.

The garden technology integration will allow Healthy Kids Inc. to far surpass the competitors as the best all-around technology for meal planning.

Why Us?

Healthy Kids Inc. takes a unique approach to meal planning. It uses technology to make seemingly overwhelming and complicated tasks like meal planning, healthy eating, and gardening, easy for busy

families. It also has a unique focus on the family and promotes activities like cooking and gardening that strengthen life skills at home.

Forecast Expectations

The Healthy Kids Inc. product began with a beta test group of 50 subscribers. The meal planning tool and calendar soft launched in August 2015. The current subscriber base is 100 members. In September, the pricing changed from a \$97 lifetime payment to a menu of three payment plans. The three plans are listed below and are billed on a recurring basis until cancelled:

- 3-month plan at \$25
- 6-month plan for \$45
- 12-month plan at \$67

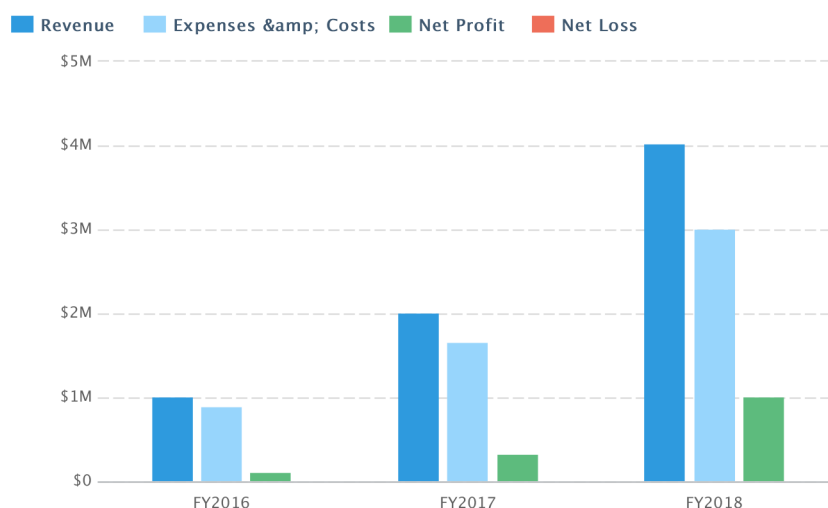
The business plan forecast is based on the 12 month pricing plan of \$67 annually.

In the subscriber industry, both new and renewing revenue is critical to our success. The recurring revenue model was recently introduced for the meal planner so retention rates are still being determined. For the forecast, churn was calculated at 25 percent for 2017 and 25 percent for 2018.

Strategic Partners will be key to hit the subscriber goals forecasted for 2016. The Affiliate Program will be the largest opportunity. The program will be campaign based taking advantage of various opportunities throughout the year, such as healthy eating efforts in January and February then again in April and May with the launch of the garden technology and spring planting season. The final campaign will launch in the early fall months to capture the fall garden season.

Affiliates will earn 60 percent of the revenue from the sale of the product. This direct cost has been calculated into the forecast. The average net profit per 12-month subscription is \$26. It is estimated that Healthy Kids Inc. will generate 1,000-3,000 subscribers in the first two months with the focus around healthy eating. The introduction of the garden features to the meal planner in the spring should provide another large boost in subscribers. Other strategic partnerships will include hospitals, non-profits, and schools in 2016.

Financial Highlights (All years)



Financing Needs

Healthy Kids Inc. has been self-funded by the founders since its inception. Startup costs funded to date have been \$90,000. While most business costs and equipment expenses have already been incurred, the business will need to fund the web development expense in integrating the garden technology as well as marketing expenses to promote the product.

Opportunity

Problem Worth Solving

With more than 47,000 products in the average grocery store, a family is now faced with a plethora of food options, many of which are highly processed and contain high amounts of added sugar. Our children are becoming by-products of our environment and the unhealthy foods around us. The current generation of children is predicted to have a shorter life expectancy than their parents as children are now developing adult diseases, such as diabetes and fatty liver.

In addition to the unhealthy food options that exist today, families also struggle with time. Today, more than 60 percent of married couple families both work outside of the home. And more than 69 percent of single mothers with children are employed outside of the home.

In a national survey completed in 2015 by Healthy Kids Inc., the overwhelming challenge impacting healthy eating for families is *time*.

In that same survey, respondents were asked what outcome would make them most proud with their healthy eating efforts. Regardless of age, income, and geographic location in the United States, the overwhelming response was for their family to *consume more fruits and vegetables*.

Fruit and vegetable consumption has declined by 5 percent nationally. In West Virginia for example, 37 percent of adolescents in grades 9-12 and 25 percent of adults consume less than one serving of fruits or vegetables a day.

Mothers continue to be torn between health and convenience.

Healthy Kids Inc. was designed to solve myriad problems facing mothers today:

1. Not having time to meal plan or cook meals.
2. Not knowing how to cook beyond using the packaged products containing step-by-step instructions.
3. Confusion about what foods are healthy.
4. Increased fruit and vegetable consumption.
5. Overall family health and improved self-esteem in adults and children.

Our Solution

Healthy Kids Inc. is an innovative meal-planning tool that makes the entire healthy eating process fail proof so that time and skills are no longer an obstacle to healthy eating.

The meal planning tool includes the following:

- More than 350 healthy recipes, all analyzed by a registered dietitian and meeting specific nutrient requirements.
- A meal prep video for each weekly plan that shows families how to organize their meals for the week to reduce cooking time to an average of 20 minutes each night.

- A Professional Chef's "How To" cooking video to support each recipe, allowing even children to now cook in the kitchen by following along with the chef.
- A unique drag-and-drop weekly meal plan calendar that allows families to customize their week of meals based on their busy schedule. The process of meal planning that would normally take up to an hour can now be done in minutes.
- An automated shopping list that instantly populates based on the recipes selected, allowing parents to now shop with a plan, thereby reducing impulse spending and unhealthy foods at the grocery store.
- Organic notifications on the shopping list by those produce items with the highest likelihood of pesticide residue, serving as a reminder to parents to purchase organic if possible.

One subscriber recently shared:

I am a mom of 2 girls and I used to be so guilty of feeding them the same food almost every day because I did not know a lot of the recipes. There are so many resources out there online but nothing pulls it together as yours. I feel on top of the world just knowing that I found your website. The best part for me is the HOW TO VIDEO. Seeing it helps me the most. Thank you thank you and thank you. I feel so happy and fulfilled as a mom.

In 2016, Healthy Kids Inc. will introduce its next phase in innovative meal planning by integrating gardening technology into the meal planner, making it the first seed-to-table meal planner in the country. These new features will include:

- Recommending vegetables to grow based on behavioral patterns and commonly added recipes to the weekly meal plan.
- Complete growing tips like what containers work best for each vegetable, how to seed or transplant, and which precisely where to plant specific vegetables for guaranteed growing success.
- Push notifications tied to weather conditions and planting zones alerting families that it's time to water or to cover plants due to frost.
- Push notifications on when it's time to transplant and harvest each crop planted.
- Auto populated recipes that will appear in their "featured" week of meals based on the harvest time of their specific growing crop.

Staying true to the Healthy Kids Inc. mission, this feature will use technology to make the process of growing food fail proof for busy families.

Market Overview

The Healthy Kids Inc. target market is mothers age 25-42 with household incomes of \$50,000-\$125,000.

This market has two distinct target populations:

1. **Millennial Parents (ages 25-32).** There are 16 million mothers in the millennial group in the United States. One third of millennials are interested in growing produce and are the fastest growing segment of garden users in the country. They spend on average \$180 annually on food gardening. This market is interested in not only food taste, but saving money, increased quality and nutrients in food, and learning how to cook.
2. **Generation X Parents (ages 33-44).** Gen X parents are time strapped and looking for options to simplify their life. They cook on average 10 times a week. They seek tools that make them feel fulfilled. They are interested in features such as the customized grocery list and prep tips that make daunting tasks easier. They are also budget savvy and want to ensure their purchase is easy to use, provides value, and will benefit the entire family.

**information obtained from US Census Data, National Gardening Association, and market survey administered by Healthy Kids Inc.*

Competitors

Healthy Kids Inc. has a number of online competitors. The biggest challenge with meal planning services is the amount of free recipe content available to users online. While this free content is readily available, it is time consuming for parents to scour multiple sites to find recipes and then manually create their plan and shopping list for the week. Other paid subscription sites provide weekly recipe content, but leave no room for customization based on the family's busy schedule for that week.

The top three competitors for Healthy Kids Inc. are:

1. **eMeals.** eMeals is the largest competitor with nearly 200,000 subscribers and 40 FT employees. They were the first to launch a mobile app in the meal planning market. They are endorsed by Dave Ramsey. They have also started to offer "partner plans" and feature recipes from Paula Dean, Health, and AllYou. The format of the meal plans is very basic. The subscriber simply receives a

PDF list of recipes to use each week. No meal plan calendar view is available, nor do they have the ability to customize and use different recipes each week. Their meal plans do not contain "how to" cooking videos either. Plans range from 3 months at \$39 to 12 months at \$69

2. **The Fresh 20.** The Fresh 20 has more than 100,000 subscribers and 8 FT employees. They were slated to earn \$1 million in revenue in 2013. Their site promotes meal plans that contain less than 20 shopping ingredients for the week. Much like eMeals, they send their subscribers only a weekly PDF of recipes. They do however, include weekly prep tips, but do not use a meal plan calendar or feature cooking videos. Plans range from 1 month at \$10 to 12 months at \$65.
3. **Gathered Table.** Gathered Table is new to the meal planning industry. The startup launched in 2014 by Mary Egan, a former Starbucks executive. Gathered Table received \$3.8 million in funding and is backed by Starbucks CEO, Howard Schultz. They employ 18 people. Gathered Table's technology is superior in the market. They have a weekly meal plan calendar, and also allow users to customize their weekly plan. Users can also clip and insert recipes from others sources into their meal plan calendar. Gathered Table also announced an integration with the grocery delivery service, Peapod, where users can compete their grocery list within the Gathered Table program and then submit it to Peapod for delivery. The annual plan cost for a 12-month meal plan is \$86/annually.

Features										
Meal Plans	✓	✓	✓	✓ Input your own recipes	✓	✓	✓	✓	✓	✓
Customizable Weekly Meal Plans	✓	✗	✗	✓ Using your own recipes	✗	✗	✓	✗	✓	✓
Drag-n-Drop Weekly Calendar View	✓	✗	✗	✓ Using your own recipes	✗	✗	✗	✗	✗	✓
Customizable shopping list	✓	✗	✗	✓ Using your own recipes	✗	✗	✓	✓	✗	✓
"How-to" Cooking Videos for each meal	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Prep Video and prep tips	✓	✗	✓ Prep tips only	✗	✓ Prep tips only	✓ Prep tips only	✓ Prep tips only	✓ Prep tips only	✗	✗
Nutritional Analysis of each meal	✓	✗	✓	✗	✗	✗	✓	✓	✓	✗
Pricing	3 month - \$25 6 month - \$45 12 month - \$67	3 month - \$39 6 month - \$59 12 month - \$69	1 month - \$10 3 month - \$24 12 month - \$65	1 month - \$4.95 12 month - \$39	3 month - \$24 12 month - \$79	1 month - \$8 3 month - \$21	3 month - \$21 6 month - \$42 12 month - \$72	3 month - \$29 6 month - \$49 24 month - \$97	3 month - \$21 6 month - \$37.50 12 month - \$58.50	1 month - \$10

Our Advantages:

Healthy Kids Inc. differentiates itself from the competition in three ways:

1. Uniqueness of interactive technology. Most competitors in the meal planning space simply email a weekly PDF that includes 3-5 recipes to make for the week. Healthy Kids Inc. gives families an opportunity to pick and choose the recipes that work best based on their busy schedule. The unique drag-n-drop feature allows families to quickly meal plan and create their customized shopping list in minutes.
2. Professional Chef's "How To" Cooking Video's. Healthy Kids Inc. is the only meal planner that pairs a chef's cooking video with each recipe.
3. (March 2016) Garden Integration. Healthy Kids Inc. will be the only meal planner that will also show families how to effortlessly grow their own food and then use it in healthy recipes.

The Healthy Kids Inc. meal plan technology can also expand to include online grocery shopping or online grocery delivery integrations based upon market needs.

Execution

Marketing & Sales Plan

The Healthy Kids Inc. product is delivered online. The marketing focus currently consists of both local contacts and online marketing.

The company is currently working on the following strategic alliances as it relates to the Sales Plan:

- **West Virginia Schools.** Healthy Kid Inc. has recently partnered with the FED UP movie production team to provide a FED UP movie for every school in West Virginia (approximately 650 schools). This gives Healthy Kids Inc. an opportunity to build relationships with each school and to act as a fundraising arm for their efforts. Healthy Kids Inc. will revenue share with each school that sells the meal plan subscription as a part of their fundraising program.
- **Statewide Non-Profit Organizations.** The Healthy Kids Inc. meal planner serves as a parent outreach tool, a missing link for many groups and schools throughout West Virginia that are desperately trying to get parents on board with healthy eating.

- **Physician and Weight Loss Programs.** The Healthy Kids Inc. meal planner serves as the missing tool that many specialists need when talking with families about healthy eating. An example of this partnership is a Weight Management Clinic for Children that recently purchased 25 subscriptions for its patients.
- **Online Affiliate Programs.** Healthy Kids Inc. will be launching an Affiliate Program in January 2016 to promote/sell the meal planner to large affiliate groups. The platform Share a Sale will be used to recruit and facilitate affiliate sales and revenue sharing.
- **Statewide Government Agencies.** Healthy Kids Inc. is currently working to determine curriculum needs in schools and with various government agencies (such as Department of Health and Human Resources) where curriculum can be developed around using the Healthy Kids Meal Planner with garden integration.
- **Weight Loss Apps.** Healthy Kids Inc. is currently working to develop relationships with various apps that focus on healthy eating efforts but lack meal planning tools.
- **Direct Online Sales.** Full profit sales using social media, email marketing, PPC, and Google AdWords as a way to attract new website visitors.

Future Alliances:

- **Farmers Market CSA Integrations.** To allow parents to meal plan and then have their fresh produce delivered to them by local farmers.
- **Grocery Stores.** Currently exploring options to integrate the meal plan shopping list with grocery stores for online shopping.
- **Grocery Delivery Services.** Currently exploring options to integrate the meal plan shopping list with grocery delivery services.

Products and Services

The Healthy Kids Inc. meal planner can be viewed at: www.healthykidsinc.com

Username: InnovateHer

Password: SBA2015 (login is case sensitive)

A demo video of the meal planner with the garden integration prototype can be found at:

<http://www.healthykidsinc.com/startagarden>

Milestones

Milestone	Due Date	Who's Responsible	Details
Launch Affiliate Program with new Affiliate Partners	January 04, 2016	Mandy Curry and Partnership Coordinator	
Launch first school fundraiser	January 18, 2016	Mandy Curry	
Release Healthy Kids App- Phase I	February 01, 2016	Kirk Curry	
Launch SAG Integration with Meal Planner- Phase I	April 01, 2016	Kirk Curry, Marc Hess	Will include all functionality of current Start A Garden site, except for the web notifications.
Launch SAG Integration with Meal Planner- Phase II	June 01, 2016	Kirk Curry, Marc Hess	

Key Metrics

2016= 15,000 Subscribers

2017= 30,000 Subscribers

2018= 60,000 Subscribers

Company

Ownership & Structure

Warehouse Kids LLC (DBA Healthy Kids Inc.) began in July 2010. The company is held as an S corporation and registered through the state of West Virginia. The company is owned by Mandy Curry and Kirk Curry, with Mandy Curry the majority owner. The company is branded through its registered trade name: Healthy Kids Inc. The Currys have self-funded the business costs up to this point. There are no outside investors involved at this time, although there will likely be an opportunity for that as the business expands in 2016.

Company History

The Start of Healthy Kids Inc.

Healthy Kids Inc. began out of Mandy and Kirk Curry's sheer desire to transition to a healthier eating lifestyle. In July 2010, they had two small children and were struggling to find resources that could help them with healthy eating choices, what products to buy, and then how to cook with them. Their journey began with a simple blog. As that grew, they began to recruit a team that could help them to create meal plans.

Their goal was to create an online meal planner that would take the guesswork out of healthy eating. They found that their struggles were similar to many other busy parents. Parents struggle with finding healthy recipes that kids will enjoy. Many parents don't know how to cook. They also struggle with how to prep and organize their meals to make healthy eating easy for those busy nights. The Healthy Kids Inc. meal planner accomplished all of that.

To create the meal planner content, they partnered with a West Virginia-based registered dietitian to ensure that every meal on the website met nutritional standards (monitoring fat, sodium, sugar, etc).

They then partnered with Chef Joe Crockett. Over the course of a year, they worked with Chef Joe and filmed him making every recipe on the site. Chef Joe worked alongside Jamie Oliver during the taping of the first Food Revolution Show in Huntington, West Virginia. Not only was he skilled as a chef instructor, but his ties to Jamie Oliver lent credibility to the Healthy Kids Inc. initiative.

Video became the differentiator for Healthy Kids Inc. Kirk transitioned away from his corporate job to devote full time to videography and web development for Healthy Kids Inc.

The Currys tested their meal plans with a small group of 50 families while they continued to build their online audience and gain credibility in the marketplace. Mandy and Kirk became knowledgeable experts in the field. In 2014, they launched a YouTube Cooking Show called Healthy Kids 4 Busy Families. Mandy has also led numerous in-person cooking classes and served as on-air talent for eHow.com and a course contributor for Curious.com.

The Beginning of Start A Garden:

In 2014, the Curry's applied and were selected to participate in a Hackathon in Washington D.C. organized by the Partnership for a Healthier America ("PHA"). PHA is a partnership in conjunction with Michelle Obama's *Let's Move* initiative. The Hackathon brought together web developers, web designers, and entrepreneurs for a weekend to work on a solution to childhood obesity. The Currys and their team developed prototype technology called "Start A Garden" that showed families and classrooms how to easily grow their own food. Five ideas were presented to a series of judges including individuals from the CDC and White House. The top two ideas would be selected to present their idea at the PHA Conference in Washington D.C. where more than 1,000 conference attendees would select the winning idea. Start A Garden was selected as a finalist. The Start A Garden team went back to D.C. a week later and pitched their product idea and prototype at the PHA Conference, and won!

Start A Garden had instant support and even received recognition in Forbes for its solution.

The team spent the next year building out the prototype and forming the business Start A Garden, LLC. The company was owned by its three co-founders, Kirk Curry, Mandy Curry, and Nicole Mercer, from Providence, Rhode Island.

Kirk Curry became the CEO of Start A Garden and also served as the company content expert and certified Master Gardener.

In January 2015, Mandy transitioned out of her corporate position to work full time on Healthy Kids Inc. as it launched a full re-brand of its site and to launch the Beta version of Start A Garden.

The Beta version of Start A Garden launched at the PHA conference in March 2015. It was an instant hit. Shortly after the conference, the Huffington Post featured an article on the platform calling it a "genius" solution. That article alone generated over 5,000 new garden users to the site in just 30 days.

The user feedback has been very strong about the product with 85 percent finding the platform easy to use; 61 percent saying that they felt more comfortable starting a garden project after using the platform; and 86 percent reporting that they liked their experience and would recommend it to others.

In August 2015, the Healthy Kids Inc. integrative technology launched with a great response from the user group and new families. In September 2015, The Currys bought out Nicole Mercer's ownership in Start A Garden and are beginning the early stages of integrating the garden technology with the Healthy Kids meal planning site.

Management Team

Mandy Curry, Chief Executive Officer

Mandy graduated from West Virginia University in 1998 with a BS in Finance. She spent 20 years in the banking industry and has extensive experience in sales, management, marketing, and training. She spent the majority of her career in banking leading sales teams of at least 50 team members. In 2013, she was named the director of marketing for City National Bank before moving to MVB as the VP of retail sales. During that time she was responsible for new product creation, delivery channel optimization, market assessment, consumer sales strategy and execution, and results tracking.

Mandy is also highly involved in her community. She serves on the Putnam County Chamber of Commerce Executive Board of Directors, Putnam County Development Authority Board of Directors, PROTEC Board of Directors, Generation Putnam Board of Directors, and Vice President of the Putnam County Parks & Recreation Board of Directors. Mandy is a 2011 graduate of Leadership WV, was selected to be in the West Virginia State Journal's Generation Next (40 under 40) Class of 2012, was featured as a Wonder Woman in the WV Focus Magazine's September 2014 edition, and named a Wave Maker in 2014.

Kirk Curry, Chief Technology Officer

Kirk graduated West Virginia University in 1998 with a degree in environmental protection. Kirk spent 12 years in the environmental consulting field as a project scientist, where he specialized in project management and operations management. In 2012, Kirk shifted his focus to online technology and video production. His technical expertise in web development, project management, and video production enhanced the way Healthy Kids Inc. communicates with its target market and allows the business to create new and innovative platforms to promote its products. Kirk has received awards and recognition

for his video production and use of Final Cut Pro. His track record includes the production of more than 350 videos for Healthy Kids Inc., as well as TV commercials for various businesses in West Virginia.

In 2014, Kirk received his Master Gardener certification and serves as the CEO and content expert for the Start A Garden platform.

Healthy Kids Inc. is also supported by Marc Hess, for web development; Nicole Mercer, for web design and user experience; Ameer Baksh, for app development; Lauren Hall (intern), for social media; Lindsay Kidwell (intern), for PR and social media, Chef Joe Crockett, for cooking videos, and a registered dietitian as needed for recipe content and creation.

Advisor Team

Bryan Shaw — Business Coach, West Virginia Small Business Development Center

Deepay Mukerjee — Business Strategist, Blossom Education

Patrick Esposito — Attorney, CEO at Confirmix

Aly Goodwin Gregg — PR Expertise, Chief Marketing Officer at MVB Bank

Dr. Jamie Jeffrey — KEYS 4 Healthy Kids & Director of the Healthy Kids Weight Management Program.

Financial Plan

Financial Summary

Assumptions:

1. HKI expects the subscriber base to be at 15,000 members by the end of year 1 (2016).
2. Growth rate is projected to be 100 percent by the end of 2017 (year 2), and 2018 (year 3).
3. Affiliate Partner Income is forecasted as cyclical. Large increases are shown in January and February around the launch of healthy eating efforts. Another uptick takes place in the spring

months with the launch of the garden technology to coincide with spring gardening efforts. The final surge will take place in the early fall months to capture fall gardening efforts.

4. Churn for the forecast was calculated at 25 percent for both 2017 and 2018.
5. Assumes 60 percent revenue share for Affiliate Program and fundraisers with schools, which has been included in direct costs.
6. The operating expenses shown include all insurance costs, utilities, server/hosting expenses, email marketing, employee taxes and others.

Statements

Projected Profit & Loss

	FY2016	FY2017	FY2018
Revenue	\$1,023,000	\$2,015,000	\$4,030,000
Direct Costs	\$522,600	\$1,045,200	\$2,090,400
Gross Margin	\$500,400	\$969,800	\$1,939,600
Gross Margin %	49%	48%	48%
Operating Expenses			
Salary	\$231,600	\$336,000	\$417,000
Employee Related Expenses	\$33,600	\$45,500	\$50,500
Founders Health Insurance	\$12,000	\$12,000	\$12,000
Marketing Expense	\$30,000	\$60,000	\$85,000
Web / Video Hosting, App fees, Software APIs	\$12,000	\$20,000	\$30,000
Web Re-Branding	\$5,000	\$20,000	\$5,000
Other Business Expense (insurance, email marketing, equipment, server, travel)	\$24,000	\$50,000	\$65,000
Total Operating Expenses	\$348,200	\$543,500	\$664,500
Operating Income	\$152,200	\$426,300	\$1,275,100
Interest Incurred			
Depreciation and Amortization			
Income Taxes	\$30,440	\$85,260	\$255,020
Total Expenses	\$901,240	\$1,673,960	\$3,009,920
Net Profit	\$121,760	\$341,040	\$1,020,080
Net Profit / Sales	12%	17%	25%

Projected Balance Sheet

As of Period's End	Starting Balances	FY2016	FY2017	FY2018
Cash	\$0	\$124,650	\$484,115	\$1,546,635
Accounts Receivable	\$0	\$0	\$0	\$0
Inventory				
Other Current Assets				
Total Current Assets	\$0	\$124,650	\$484,115	\$1,546,635
Long-Term Assets				
Accumulated Depreciation				
Total Long-Term Assets				
Total Assets	\$0	\$124,650	\$484,115	\$1,546,635
Accounts Payable		\$0	\$0	\$0
Income Taxes Payable		\$2,890	\$21,315	\$63,755
Sales Taxes Payable		\$0	\$0	\$0
Short-Term Debt				
Prepaid Revenue		\$0	\$0	\$0
Total Current Liabilities		\$2,890	\$21,315	\$63,755
Long-Term Debt				
Total Liabilities		\$2,890	\$21,315	\$63,755
Paid-in Capital				
Retained Earnings	\$0	\$0	\$121,760	\$462,800
Earnings		\$121,760	\$341,040	\$1,020,080
Total Owner's Equity	\$0	\$121,760	\$462,800	\$1,482,880
Total Liabilities & Equity	\$0	\$124,650	\$484,115	\$1,546,635

Projected Cash Flow Statement

	FY2016	FY2017	FY2018
Net Cash Flow from Operations			
Net Profit	\$121,760	\$341,040	\$1,020,080
Depreciation and Amortization			
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory			
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$2,890	\$18,425	\$42,440
Change in Sales Tax Payable	\$0	\$0	\$0
Change in Prepaid Revenue	\$0	\$0	\$0
Net Cash Flow from Operations	\$124,650	\$359,465	\$1,062,520
Investing & Financing			
Assets Purchased or Sold			
Investments Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
Net Cash Flow from Investing & Financing			
Cash at Beginning of Period	\$0	\$124,650	\$484,115
Net Change in Cash	\$124,650	\$359,465	\$1,062,520
Cash at End of Period	\$124,650	\$484,115	\$1,546,635