

YOUR template for optimal eating



www.TymPlates.com



www.TymPlatesForKids.com

The mission of TymPlates is to provide a nutrition education package that will aid in transforming the manner in which the world nourishes its body. The end result is a decrease in the number of people with the top three health challenges – heart disease, diabetes, and obesity – all of which are attributable to poor dietary habits.

Business Plan

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EXECUTIVE SUMMARY

Business Description

TymPlates is the brand behind simplistic, nutrition education kits designed to teach women and children how to eat holistically without counting calories, but rather by using a portion-control plate as a “**template**” for optimal eating. TymPlates will revolutionize the diet industry by being the first company to introduce the masses to the disruptive technology of *metabolic profiling* or eating according to your genetic body type. TymPlates holds a utility patent on the process of taking an on-line test to determine your metabolic profile and assigning a corresponding, customized *ProfilePlate* and dietary materials.

Market Analysis

Degenerative diseases such as heart disease, diabetes, and obesity plague every city and suburb across the nation. With all of the documented research on diet and disease, both holistic health practitioners, as well as allopathic medical professionals, have come to agree that next to exercise, diet is a major factor that contributes to chronic disease, yet is also the single most controllable factor. While the nutritional culprit has been identified, implementing an educational solution in the medical community has had its limitations.

Industry Trends Analysis

The diet industry is a \$40 billion dollar industry, yet medical research validates that fewer than 5% of all dieters succeed in losing a significant amount of weight and maintaining that weight-loss over a five year period. TymPlates seeks to break dietary tradition by offering a nutrition system as opposed to a short-term “diet” program. Customers will be introduced to four revolutionary concepts that are critical for combatting obesity and chronic disease – metabolic profiling (eating according to your genetic body type), portion control, glycemic indexing and proper food combining.

Products & Services

The patented, TymPlates Nutrition System (for adults) and the TymPlates for Kids Nutrition System are easy-to-use, application tools. The products are designed to mimic “a personal nutritionist in a box”. Each system consists of a portion control plate, an instructional booklet with recipes and an educational DVD.

Sales & Marketing Strategy

The primary consumer market consists of women and men ages 19-65, who have a health challenge, are seeking to make a lifestyle change, or are interested in maintaining their current health status. Their income level is \$40,000 or more per household annually. A secondary consumer market are children ages 3-7. Business-to-Business customers such as physicians and nutritionists will also be targeted for wholesale distribution. Identified as the fattest city in the U.S., Chicago will be the initial market area.

The retail price of both the TymPlates Nutrition System and the TymPlates for Kids Nutrition System is \$29.95, yielding 56% and 53% profit, respectively, when sold consumer direct. TymPlates will execute a push marketing strategy, whereby the product will be pushed forward to the customer by means of trade promotion activities to produce an internet sale. TymPlates was solicited to participate in a 2016 direct TV campaign administered by KH Media Marketing, a television production company founded by Kevin Harrington – one of the original sharks on ABC’s *Shark Tank*.

Facilities & Operations

TymPlates will not require capital equipment for start-up.

Management & Personnel

TymPlates has a single shareholder, Kristy Dotson, who is also a minority owner. A former engineer and a Certified Nutrition Consultant with a BS in holistic nutrition, Kristy Dotson has provided holistic, nutrition education services for over 14 years. Kristy Dotson will be responsible for providing strategic direction,

overseeing the company's financial position, scheduling promotional events, as well as purchasing of inventory and marketing materials. A contracted Sales & Marketing Manager will be utilized to initiate business-to-business sales within physician networks in the Chicago-land area.

Financial Projections

	Year 1	Year 2	Year 3
Revenue	\$1,645,318	\$1,809,803	\$2,171,716
COGS	\$1,007,253	\$1,107,979	\$1,309,850
Operating Expenses	\$ 226,168	\$ 231,768	\$ 211,768
Taxes/Tithes	\$ 214,949	\$ 235,028	\$ 325,049
Profit	\$ 196,948	\$ 235,028	\$ 325,049

Capital Needed

TymPlates ownership has invested \$69,000 towards this project to date. A substantial portion of the funding was to ensure that the intellectual property was well-protected via copyrights, trademarks and a patent. After a prior attempt, a utility patent for the metabolic *ProfilePlates* was filed in 2009 and subsequently awarded in late 2010. All pre-startup expenses have been recognized on prior tax returns and are not included on TymPlates 3-year financials.

In order to accomplish its business objectives, the company requires \$60,000 in outside funding capital. This initial investment is needed to purchase sufficient inventory to launch (\$30,000) and to initiate mass-marketing programs. Receipt of the entire requested amount upfront is necessary. TymPlates' inventory strategy is that customer's payments will be used to fund additional inventory purchases, with suppliers able to ship within 7 business days.

Of the funding, \$20,000 will seed the production of marketing materials and cover a direct TV marketing campaign. The balance (\$10,000) will be used for working capital. The year-1 marketing plan also includes participation in medical trade shows and health fairs. National events such as nutrition and fitness expos are held annually. It is critical that TymPlates has a presence at two of these events during its first year of operation.

For its initial years of operation, principal owner, Kristy Dotson, is taking a salary of \$60,000 until the business becomes more self-sufficient and profitable.

MARKET ANALYSIS

Marketplace Need

Degenerative diseases such as heart disease, diabetes, and obesity plague every city and suburb across the nation. According to the National Center for Health Statistics, cardiovascular disease is the number one killer in America, taking the lives of 910,000 people annually. The World Health Organization has identified diabetes as the fastest growing disease on planet earth. In the U.S., cases of diabetes have risen by 700% since 1959. The International Diabetes Federation (IDF) predicts that the current number of people worldwide with diabetes will soar from 194 million to more than 333 million by 2025.

Over the past 20 years, there has been a dramatic increase in obesity in the United States. Currently, 30% of all adults (60 million people) ages 20 and older are classified as obese, and the prevalence of obesity in young boys and girls has quadrupled over the past 25 years. Overweight children, ages 10 to 14 with at least one overweight or obese parent were reported to have a 79% likelihood of being overweight into adulthood. The

reality is that being overweight or obese increases the risk of contracting additional health challenges including hypertension, diabetes and coronary heart disease.

In order to address these life-threatening conditions, it is imperative that nutrition play a role. In fact, nutrition prevention, specifically through lifestyle interventions that promote heart-healthy behaviors, has proven to be an effective strategy to reduce the development of heart disease or stroke. Since mothers are primarily the gatekeepers in terms of controlling what foods are purchased from grocery aisles and ultimately, what their children eat at home, to be most effective, interventions to reduce childhood obesity must target adults, as well as children.

With all of the documented research on diet and disease, both holistic health practitioners, as well as allopathic medical professionals, have come to agree that next to exercise, diet is a major factor that contributes to chronic disease, yet is also the single most controllable factor. Even the government has increased the Recommended Daily Requirements of fruits and vegetables to 9 servings per day.

While the nutritional culprit has been identified, implementing an educational solution in the medical community has had its limitations. Doctors are hindered from providing more elaborate nutritional training to their patients for two obvious reasons:

- 1) Most medical care professionals have not been educated in the field of nutrition. The paradigm of Western medicine is to treat disease with drugs and surgery and not to train doctors on how to prevent disease through healthy diet and lifestyle. Only 30 of the nation's 125 medical schools have a single required course on nutrition. In fact, the average physician in the United States received less than 3 hours of training on nutrition during 4 years of medical school. While dieticians are available, one must first have a diagnosis in order to be referred to a dietician and have the visit covered by insurance. Preventive visits to a dietician are not an option.
- 2) The structure of the U.S. healthcare system provides neither time nor incentives for physicians to address more complex health issues such as diet. Because of managed care, reimbursement is considerably low, causing physicians to seek to generate a high volume of patients in order to be profitable. Studies conducted show, on average, patients spent about 19 minutes with the physician, in addition to any time spent by the physician reviewing records and test results or time spent by the patient receiving care or instruction from other office staff. The result is that patients only receive a limited amount of time with their physician, leaving little time for dietary discussions, nutritional counseling, and time in general to establish a close, long-term relationship with their physician.

A need exists to fill the void and provide consumers with useful information and applicable tools on how to utilize proper nutrition as a means of health maintenance and disease prevention.

The TymPlates Nutrition System and the TymPlates for Kids Nutrition System serve as nutritional interventions, provide an economical platform to bring nutrition education to the masses, and address the issue of *preventing* chronic disease head on. The parallel products are designed so that parents, in particularly moms, and their children can take part in the educational training. Additionally, the minimalistic cost of the systems alone will allow for preventive, nutritional measures to be implemented in low-income areas.

TymPlates empowers moms to take authority over the health of everyone in their household, merely by controlling their food options. Because TymPlates is not marketed as a weight-loss or diet program, no specialized diet foods are needed. The nutrition kits do not hold the user hostage to pre-established meal plans, but allows the customer the flexibility of picking foods that they like from a list, while also learning about the major food groups. A mother can prepare a meal and have the entire family eat the same foods, yet possibly with a variation in portion sizes.

The economic impact of addressing the aforementioned health conditions from a dietary angle could be monumental. The greater the number of health-challenged individuals, the greater the tug on U.S. healthcare expenditures. In 2003 alone, the United States spent \$1.7 trillion (15% of the gross domestic product) on healthcare. This equates to \$5,671 for every man, woman, and child. With widespread acceptance and use of the TymPlates' systems, healthcare costs should decline on both an individual and national level.

INDUSTRY TRENDS ANALYSIS

When it comes to nutrition, the predominant focus in the U.S. has been on dieting. There is a widely accepted notion that the only reason that one should consider eating healthier is solely to lose weight. Very few people have made the connection between the types of foods consumed and the corresponding diseases that may result. Thus, dietary habits remain unchanged and obesity levels continue to escalate. With the onset of disease, the only perceived solution is to resort to a “diet” of some type.

In this case, the term “diet” refers exclusively to weight-reduction diets, and “dieting” is defined as any attempt to achieve or maintain a lower body weight by intentionally limiting or manipulating the amount or type of food intake. The diet industry has exploded nationwide and presently brings in \$40 billion dollars per year. This figure includes money spent on diet centers and programs; group and individual weight-loss; diet camps; prepackaged foods; over-the-counter and prescription diet drugs; weight-loss books and magazines; and physicians, nurses, nutritionists, and other health professionals specializing in weight-loss; commercial and residential exercise clubs with weight-loss programs; and sugar-free, fat-free, and reduced calorie (“lite”) food products, imitation fats and sugar substitutes.¹

Unfortunately, what many do not understand is that “dieting” is not defined as an attempt to lower fat, sugar, salt or cholesterol intake, increase fiber intake, exercise or pursue a medically mandated nutritional regimen prescribed for specific medical conditions. Furthermore, weight-loss diets do not produce “health” and although they have been touted as being a permanent cure for weight-loss, this is often not the case.

According to existing medical research, fewer than 5% of all dieters succeed in losing a significant amount of weight and maintaining that weight-loss over a five-year period. Ninety percent of all dieters regain some or all of the weight originally lost and at least 1/3 gain more. ***In recent years, an increasing body of research has substantiated this diet failure rate and acknowledged genetic and physiological factors in the determination of body size.***²

TymPlates will capitalize on the fact that genetic factors have a profound effect on one’s diet, metabolism, and body size. TymPlates will introduce the public to the concept of *metabolic profiling*, an old nutrition concept that is just now becoming a topic of interest in the nutrition industry.

Metabolic Profiling

Metabolic Profiling is often referred to as customized nutrition. Its use became prevalent in the late 1930’s. Metabolic Profiling takes into consideration the fact that one’s heredity plays a major role in their dietary requirements. Each one of us has a unique biochemical make-up based upon our geographical heritage. For instance, in Siberia, where the climate does not favor the growth of edible plant foods, historically, people got more calories from animal foods. Accordingly, they ate more protein – and fat – than people living in the part of Africa that’s currently Tanzania, where the bulk of calories was consumed from vegetables and fruits.³ Our biochemical uniqueness is the main reason why many cultures become obese after migrating to the U.S. and adopting the Standard American Diet (SAD), consisting largely of processed grains and saturated fat. This is seen greatly in the Hispanic, Indian, and Black populations.

It is important that dietary solutions be viewed on an individual basis not just for weight-loss benefits, but also for disease prevention. William Wolcott, author of *The Metabolic Typing Diet*, states “unless you acquire all the nutrients for which you have a genetically programmed need, your cells’ ability to perform their functions will be impaired. As your cells lose the ability to produce adequate energy (because they lack specific nutrients), they also lose their ability to repair and rebuild tissue. As the cells of an organ become weakened and less able to fulfill their roles, the function of the organ itself becomes weak and inefficient. When this happens, stress is put on your entire system – with disease as the inevitable result.”

¹ NAAFA Policy – Dieting and the Diet Industry, www.naafa.org

² NAAFA Policy – Dieting and the Diet Industry, www.naafa.org

³ *Nutrition Lessons from the Stone Age*, Tufts University Health & Nutrition Letter, May 2001

Portion Control

Many nutritionists are aware that most Americans have unrealistic ideas about proper portion sizes, and that most people will overeat if given large plates or when eating a meal outside the home. Many researchers are attributing eating larger portions over time to the growth of the American girth over the past 20 years.

A 2004 study by Cornell University found that when young adults are served larger portions from one week to the next, they overeat by almost 40%. In the study, volunteers who consumed the largest portions (150% larger than the week before) ate an average of 39% more food during the week than they did the previous week. On an annualized basis, this increase in food could yield a gain of 28 pounds in body weight.

An additional study performed by Cornell University supported the fact that serving food in small bowls and plates may actually help in preventing overeating and slowing down the obesity epidemic. The study involved 85 food and nutrition experts who were given various size bowls and serving spoons and were asked to serve themselves a serving of ice cream. The study participants who received the larger bowls unknowingly served themselves 31% more ice cream than did those with smaller bowls. Ice cream servings also increased by 14.5% among those with larger serving spoons, regardless of the size of the bowl. And nearly all of the adults ate all of their ice cream.⁴

The TymPlates Nutrition System thoroughly addresses the issue of portion control. The accompanying *ProfilePlate* offers a reduced 8" diameter eating space, and portion sizes are already predetermined and are correlated to one's specific body type.

Researchers have determined that 50% of American meals are eaten outside of the home and that restaurant portion sizes far exceed a "healthy portion". In fact, restaurant portion sizes have increased between 20-60% over the past 20 years. Taking this into consideration, TymPlates' *ProfilePlates* are designed with a contemporary flair so that one can take their plate along when dining out, so that portion control can still be maintained.

Glycemic Indexing

The TymPlates' systems incorporate the concept of glycemic indexing (GI). Developed by a researcher in Canada in 1981, the glycemic index identifies those foods that rapidly elevate blood sugar and insulin levels and cause diabetes, obesity, and high cholesterol levels. The premise of the eating program is to identify these "high-glycemic" foods and to steer consumers away from them.

According to the University of Sydney, New South Wales, Australia and Harvard University experts, low-glycemic eating:

- Helps people lose and control weight
- Increases the body's sensitivity to insulin
- Improves diabetes control
- Reduces the risk of heart disease
- Reduces blood cholesterol levels
- Reduces hunger and keeps you fuller for longer
- Prolongs physical endurance

The concept of low-glycemic eating has taken off in the United Kingdom, France, Italy, Canada, and Australia and sufficient evidence has been acquired to support the value in improving human health. In the U.S., Harvard University and the American Journal of Clinical Nutrition have published several papers on this topic, but the government and the medical community are slow to realize its potential. Only a fraction of the world's population is aware of glycemic indexing, but slowly and surely, it is getting out. Numerous books can be found in bookstores on the topic, and even in March 2005, USA Today Newspaper announced that glycemic indexing is "in" and low carb dieting is "out".

⁴ *Big Plates Lead to Big Helpings, Study Finds*, Christine Palumbo

Proper Food Combining

Improper food combining accounts for 90% of digestive disorders such as abdominal pain, gas, bloating, belching, and constipation. Poor digestion prevents proper absorption of nutrients, which contributes to health challenges and weight gain. Unfortunately, proper food combining is not taught in most diet programs, nor can it be witnessed in restaurant meal preparation. Thus, most consumers remain ignorant of how to properly combine their foods.

The instructional booklets provided with the TymPlates Nutrition System explain how to properly combine food groups for best digestion and assimilation of nutrients. Purchasers of the system will learn how to pair two of the color-coded food portions on their *ProfilePlate* when preparing their meals.

PRODUCTS & SERVICES

The patented TymPlates Nutrition System and the TymPlates for Kids Nutrition System are easy-to-use, application tools to facilitate healthy eating for women, men and children. Designed to mimic “a personal nutritionist in a box”, each system consists of:

- 1) A unique portion control plate
- 2) An instructional booklet with recipes
- 3) An educational DVD which also includes recipe demonstrations

Both the adult and kids’ systems incorporate the use of four primary colors (red, yellow, blue, green) to teach others how to eat healthy. Consumers are able to design a meal by selecting foods from a color-coded food chart and then placing their prepared selections within the respective color-coded compartments on their plate. In this manner, one can prepare balanced, healthy meals without having to count calories or weigh food. Overall, the TymPlates product line serves as a **“template”** for optimal eating and portion sizing.

TymPlates Nutrition System (for Adults)

Unlike typical diet programs on the market, the TymPlates Nutrition System is not a diet program nor is it a “one-size-fits-all” eating regimen. The TymPlates Nutrition System is effective because it combines 4 key nutritional concepts that are lacking in other diet-like products:

- 1) ***Metabolic Profiling*** - or customized nutrition, takes into consideration the fact that one’s genetics play a major role in their dietary requirements. Customers of TymPlates first take an on-line assessment to determine their “metabolic profile” (Protein Profile, Carbohydrate Profile or Mixed Profile). They are then provided with their matching TymPlates system. Each system has a customized *ProfilePlate* which has food compartments that are sized specifically for that particular metabolic profile, along with customized educational materials.
- 2) ***Portion Control*** - is achieved through use of the color-coded sections of the *ProfilePlate*. Customers are to place food within the boundaries of the colored sections.
- 3) ***Glycemic Indexing*** - eliminating foods that trigger an increase in blood sugar, thus contributing to diabetes
- 4) ***Proper Food Combining*** - combining food groups appropriately for best digestion and assimilation of nutrients

The Anatomy of the TymPlates ProfilePlate



Good Fats (Essential Fatty Acids)

Inclusion of good fats is the key to health maintenance and weight-loss. TymPlates will promote this food group heavily, whereas competitor plates have neglected this required food group.

Metabolic profile type reference

Reminder to take daily supplements

Modern rim design options

Instruction Guide
PROTEIN PROFILE

PROTEINS
(vegetables) (starchy) (fruits) (dairy)

Good Fats (Essential Fatty Acids)

12 RULES FOR OPTIMAL EATING

QUICK FIX RECIPES

DVD VIDEO

HOW TO USE THE TYMPLATES NUTRITION SYSTEM

TymPlates®
Nutrition System

YOUR template for optimal eating
www.TymPlates.com

TymPlates Nutrition System Components

For each metabolic profile, a separate instruction booklet is provided. Each booklet explains the dietary needs of the specific metabolic body type and provides customized recipes as well. Included in each booklet is a color-coded food chart which corresponds with the color-coded portions of the *ProfilePlate*. An educational DVD provides Kristy's premier seminar on "The 12 Rules of Optimal Eating".



ProfilePlan (To support targeted fat loss)

While the objective of the TynPlates Nutrition System is to teach one how to eat in a manner which meets their genetic or biochemical needs, the adult kit provides an additional protocol called *The ProfilePlan* to support targeted fat loss. If followed, this easy, 3-step protocol helps one to achieve a metabolic reset – the tipping point where the body transitions from burning carbohydrates as fuel and begins to burn fat instead.

The *ProfilePlan* makes optimal use of 4 different nutritional supplements and daily exercise. Users will be directed to purchase the accompanying supplements from TynPlates. The private-labeled supplements are physician-grade products which are typically only available to healthcare practitioners. Kristy Dotson's credentials as a nutrition consultant allow for TynPlates to access these high-quality products. Daily use of the supplements by consumers over several months is suggested for optimal results.

TynPlates Nutrition System
ProfilePlan™ Powder
Dietary Supplement
Dairy Free • Natural Vanilla Flavor
NET WT. 540 G (1.2 LB)

TynPlates Nutrition System
ProfilePlan™ Burn
Dietary Supplement
60 Vegetarian Capsules

TynPlates Nutrition System
ProfilePlan™ Trim
Dietary Supplement
120 Vegetarian Capsules

TynPlates Nutrition System
ProfilePlan™ Build
Dietary Supplement
90 Softgels

The ProfilePlan™

- Is NOT about focusing on your scale and the number of pounds lost
- It's about reducing body fat while building muscle mass
- It's about counting the number of inches lost with your tape measure instead of counting calories
- It's about getting lean and fitting into your favorite pair of skinny jeans
- It's about going down one dress size or one more notch in your belt

The *ProfilePlan™* suggests the right foods and portions based upon your genetic metabolic profile. When combined with the right supportive nutrients and daily exercise, *The ProfilePlan™* assists in:

- Managing food cravings
- Boosting metabolism
- Reducing body fat
- Increasing and maintaining muscle mass

TymPlates for Kids Nutrition System

Designed for children ages 3-7, this educational system addresses the issue of childhood obesity and provides all the tools to assist a mom in training her child to eat wholesome, non-processed foods at a very young age. The kit is based upon the same color-coded teaching principles as the adult system.

The TymPlates for Kids Nutrition System is meant to convey “FUN” through its *Create-A-Plate*. The *Create-A-Plate* uses color-coded compartments to define the basic foods that are nourishing to the body; the names of some of the foods are written within the food compartments as well. Bite-sized portions are achieved when foods are placed within the compartment borders.

Unlike the adult *ProfilePlate*, the *Create-A-Plate* has no metabolic features. Because it is often difficult to determine a child’s metabolic body type, this feature is purposely excluded.

The concept of the *Create-A-Plate* is to allow kids to play an active role in their nutritional plan. This is accomplished by allowing kids to select their own plate design or “personalizing” their own plate. TymPlates desires to have an offering of over 100 different rim-pattern designs from which a child may choose.

An accompanying instructional booklet provides color-coded, kid-friendly recipes and snack items which can be prepared in lickety-split time while engaging children in the process. A recipe demonstration DVD provides an added visual.

A *Create-A-Plate* Rewards Tracker is also provided. This simple tracking tool can be used to track the frequency in which a child uses their plate and consumes particular food groups. The tracker can easily be used by moms to set nutritional goals and to reward children for healthy eating.



Competition

TymPlates faces indirect competition from dietitians, nutritionists, weight-loss centers and mass-marketed diet programs. In most cases, these resources are substantially more costly than TymPlates' offering.

Direct competitors are entities which have introduced plates to address portion control. For TymPlates' adult system, key competitors are *The Portion Plate*, *The Diet Plate* and *The Food Lovers Fat Loss System*. *The Diet Plate* is sold primarily in England, but has become available in the U.S.

In the children's arena, the major direct competitor is the *Precise Portions Show N Tell Start-Right plates*. All competitors use the internet as the primary sales vehicle.

Competitor	Food Dividers	Personalized Portions	Choice of Rim Design	Travel Lid & Utensils	Cost Per Each	Educational Method	Recipes Available
TymPlates Nutrition System	No	Yes	Yes	No	\$29.95	Booklet/DVD	In booklet and DVD
The Portion Plate	No	No	No	No	\$11.95	Booklet/placemat	No
The Diet Plate	No	No	No	No	\$19.00	Leaflet	On-line support group
The Food Lovers Fat Loss System	No	No	No	No	\$120.00	Books/DVD's	In book
TymPlates for Kids (Ages 3 - 7)	No	No	Yes	No	\$29.95	Booklet	In booklet and DVD
Precise Portions Show N Tell Start-Right Plates (Ages 2-7)	Yes	No	No	Yes	44.95/4	Booklet	In booklet

Precise Portions Show N Tell Start-Right

Each kit includes 4 plates with lids, as well as plastic utensils. The plates are made of BPA-free recycled plastic and are microwaveable. Portion dividers are molded into each plate.



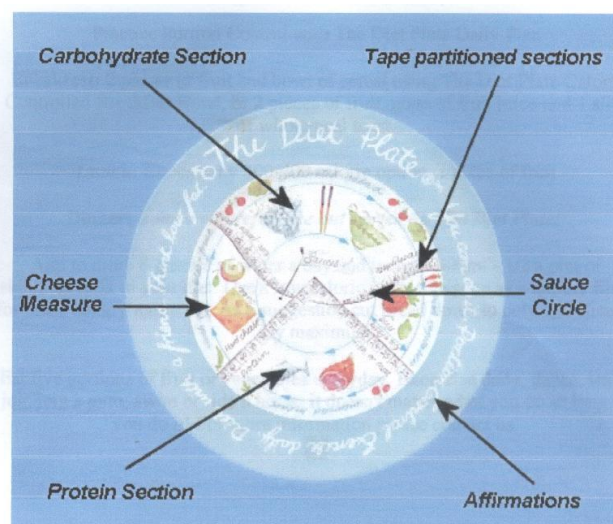
The Portion Plate

This is a melamine, dishwasher-safe plate that provides illustrations and written instructions on proper portion control. The suggestion is made that $\frac{1}{2}$ of the plate be fruit and vegetables, $\frac{1}{4}$ of the plate whole grains, and the remaining $\frac{1}{4}$ lean protein. The plate is a “one-size-fits-all approach that does not include good fats (essential fatty acids) which are key to health maintenance and weight-loss. The plate does not take into consideration proper food combining techniques.



The Diet Plate

This is a microwave- and dishwasher-safe plate made and distributed in the UK. Male, female, and children's plates are available. The plate is very “busy” and seems confusing to use. A consumer support group is offered through www.clubdietplate.com.



The Food Lovers Fat Loss System

This system was developed by Robert Ferguson, M.S., C.N., and brought to market in early 2009. The product is marketed as a “diet” with emphasis on eating a lot of foods, but not sacrificing any of your favorite foods (i.e. fried foods). It is a system which includes many books and DVD's which may overwhelm the customer.



TymPlates Differentiation

As a company, TymPlates, will become the market leader in offering a simplistic, turn-key, product for “error-free eating”. Distinguished from other portion-control plates, TymPlates is a system, and not just a plate. More specifically, TymPlates is marketed as a *nutrition* system and not a “diet”, making the product-line more acceptable by physicians and nutritionists who wish not to endorse a specific diet/weight-loss program.

A key feature that differentiates the adult system from its competitors is its use of portion sizes that are based upon one’s individual metabolic body type. One will be able to eat foods in ratios specific to their genetic body type, simply by completing an on-line Metabolic Profile Assessment. Potential customers are directed to this assessment prior to purchasing their kit.

Furthermore, the accompanying booklet in the adult kit introduces the concepts of low-glycemic eating and proper food combining. Customers are taught the benefit of limiting their meals to two of the colored-coded food groups. This ensures proper digestion and assimilation of nutrients.

Both, the adult *ProfilePlate* and the kids *Create-A-Plate* are available with varying rim pattern designs. Adult rim patterns are designed with a contemporary flair so they may blend in with existing home dinnerware, while the children’s plates are meant to promote “fun”. When making a purchase on-line, each customer has the option of selecting from several rim designs which are unique in pattern and color. Additional rim design patterns will be made available as the company expands.

Both systems promote full-empowerment by the end-user, and provide freedom of choice for food. Unlike most weight-loss or diet programs, TymPlates does not hold the user hostage to pre-established meal plans, but allows them to pick the foods that they like while also learning about the major food groups.

TymPlates is also designed so that all family members of varying ages can take part in the educational training. In addition, no specialized diet foods are needed. A mother can prepare a meal and have the entire family eat the same foods, yet possibly with a variation in portion sizes depending upon the family member’s age and unique profile.

Proprietary Position

To protect the integrity of the product, the name TymPlates has already been trademarked. Additionally, the names of plate categories will be trademarked - *ProfilePlate*, *FaithPlate*, and *Create-A-Plate*. A utility patent was awarded for the metabolic profiling feature of the adult plates in 2010.

All design and print material are protected by copyright. The printed design of each unique plate will also be copyrighted. The interior layout of the *Create-A-Plate* will be protected by Trade dress.

SALES & MARKETING STRATEGY

Target Market

TymPlates will target the Chicago-land area as its initial market area. Chicago was previously identified as the fattest city in the U.S. for 2006, and according to data collected from 2001 Simmons NCS, Chicago is one of the top 20 pre-diabetic/diabetic markets. Both of these rankings support TymPlates’ selection.

The primary consumer market will consist of women and men ages 19 – 65, who have a health challenge, are seeking to make a lifestyle change, or are interested in maintaining their current health status. All ethnic groups will be considered; however, special emphasis will be placed on Black and Hispanic consumers which is the population at greatest risk for heart disease, diabetes and obesity.

Income levels of the adult consumers is \$40,000 or more annually. It is assumed that approximately 49% of this population will be interested in the health benefits of food and will take the necessary steps to purchase from TymPlates. This represents a population size of approximately 1.9 million people. Assuming a 2% penetration rate, the market potential is \$1,165,355.

A key secondary consumer market will be children ages 3 – 7 years. This is the age during which future eating habits are established. It is also the age whereby influence in changing dietary habits can be effective, given that proper education and guidance is provided. However, since mothers control the types of food that enter a household, emphasis will be placed on changing the dietary habits of this population first.

The business-to-business target market will consist of wholesale purchasers who want to buy the product with the intent of reselling it to others. This market consists of entities such as healthcare professionals, nutritionists, personal trainers, bookstores, schools, health food stores, fitness centers, and corporations. The U.S. physician market alone represents a national market size of approximately 277,795 practitioners. Assuming a 30% penetration rate, the market potential is \$1,495,926.

Pricing Strategy

TymPlates is a firm believer that nutrition education is a core teaching to which everyone should have access; it should not be treated as a luxury item that can only be afforded by the upper echelons. For this reason, the TymPlates Nutrition System is priced low enough so that it is affordable; yet, the pricing is high enough so that it is viewed as having “value”. In comparison to the single portion plates of its competitors which range \$12.00 - \$20.00, TymPlates’ pricing may be considered a premium price. However, when comparing the cost of actually going to visit a dietician or nutritionist for a single visit (average \$120/hour) to the cost of purchasing the TymPlates Nutrition System, the savings are obvious.

The retail price of both the TymPlates Nutrition System and the TymPlates for Kids Nutrition System is \$29.95, yielding 56% and 53% profit, respectively, when sold consumer direct. When the kits are sold wholesale to third parties, the profit margin is not as substantial (34% and 27%, respectively), but the upside potential lies in the marketing visibility.

TymPlates will also offer private-labeled supplements to accompany the adult system. Its line of physician-grade supplements is designed to support optimal fat-burning and will provide a source of monthly residual income after the initial kit sale. Supplement margins are healthy, yielding a 60% profit margin.

Promotions Strategy

A multi-faceted promotions strategy will be implemented in an effort to drive consumers to the company website to make a purchase. The strategy will utilize:

- 1) Website promotion
- 2) Social media
- 3) Industry trade shows/health fairs
- 4) Promotional events
- 5) Strategic partnerships/direct sell

TymPlates’ immediate marketing strategy involves a direct TV campaign with KH Media Marketing, a television marketing company founded by Kevin Harrington - the inventor of the infomercial, founder of *As Seen on TV*, and one of the original sharks on ABC’s *Shark Tank*. Kevin Harrington has personally been involved in over 500 product launches that have resulted in over \$4 billion in sales.

In September 2015, TymPlates was sought out and invited to undergo a product review by KH Media Marketing and was selected to participate as one of the featured products in their “Healthier Living” direct TV campaign series (<http://www.khdrmedia.com/khdrpk/e-pack/>).

Through the campaign, KH Media Marketing will produce a 30-second and 60-second direct response television spot for TymPlates. Kevin Harrington will appear in the 60-second spot fully endorsing the TymPlates product and the spot will also be featured on Kevin Harrington's E-Commerce website www.AsSeenOnTV.pro for twelve (12) months. Both spots will air a combined 200 times nationally and regionally on targeted national networks. Additionally, integrated social media exposure is a part of the package, with product visibility via press releases, Facebook, Linked-In, Pinterest and Twitter.

TymPlates firmly believes that television is still the most powerful medium over any other form of advertising. The average American watches 35.6 hours of TV per week and most U.S. households have three or more televisions. Given the timeliness of the KH Media Marketing opportunity, TymPlates is committed to using this venue to reach potential audiences to drive sales.

YEAR 1 PROMOTIONAL PLAN

Market Segment	Target Market	Promotion Method	Advertisement Media	Est. Annual Cost
Website Direct Retail Customers	Adults – women and men Parents/Children	Websites	www.TymPlates.com www.TymPlatesForKids.com Including promo videos	\$1,920.00
		Direct TV Media Campaign	Television	\$18,000.00
		Social Media	As Seen on TV website	
			Linked-in, Pinterest	\$0.00
Promotional Event Retail Customers	Adults – women and men Parents/Children	Seminars	Sell Sheets	\$2,000.00
		Heath fairs	Trade shows	\$4,000.00
		Industry trade shows	Travel expenses	\$18,900.00
Business-to-Business Wholesale Customers	Physicians, Chiropractors Pediatricians, Nutritionists Personal Trainers, Churches Community Orgs. Schools Retail Stores Bookstores Weight-loss Centers Fitness Centers Health Food Stores Corp Wellness	Direct sell	Sales and Marketing Manager – salary	\$36,000.00
		Direct mail		
		Email	Sales and Marketing Manager – benefits & taxes	\$18,000.00
		Industry trade shows		
TOTAL				\$98,820.00

STRATEGIC MARKETING MIX

Market Segment	Target Market	PEOPLE (Customer Group)	PRODUCT (Product Offering)	PRICE (Wholesale or Retail)	PLACE (Place of Sale)	PROMOTION (Promotion Method)
Website Direct Retail Customers	Adults – women and men Parents/Children	People with heart disease, diabetes or weight issues. People with poor nutritional habits seeking to prevent disease. Parents with children ages 3 - 7	TymPlates Nutrition System TymPlates for Kids Nutrition System	\$29.95 Retail	Website	Websites Direct TV Media Campaign Social Media
Promotional Event Retail Customers	Adults – women and men Parents/Children	People with heart disease, diabetes or weight issues. People with poor nutritional habits seeking to prevent disease. Parents with children ages 3 – 7.	TymPlates Nutrition System TymPlates for Kids Nutrition System	\$29.95 Retail	On-site event	Seminars Heath fairs Industry trade shows
Business-to-Business Wholesale Customers	Physicians Chiropractors Pediatricians Nutritionists Personal Trainers Churches Community Orgs. Schools Retail Stores Bookstores Weight-loss Centers Fitness Centers Health Food Stores Corp Wellness	Have relationships with people with heart disease, diabetes or weight issues. Have relationships with people with poor nutritional habits seeking to prevent disease. Have relationships with parents with children ages 3 – 7.	TymPlates Nutrition System TymPlates for Kids Nutrition System	\$17.95 Wholesale	On-site	Direct sell Direct mail Email Print advertisement Industry trade shows

Distribution Strategy

For the consumer retail target market, use of the internet and e-commerce will be the primary form of distribution. However, for the business-to-business (B2B) target market, direct sales calls will be utilized. The intent is to have B2B distributors such as physicians, nutritionists and fitness centers take possession of the product at a wholesale price for future retail distribution to their customer base.

FACILITIES & OPERATIONS

Location

TymPlates currently operates from the home-office of the CEO. The physical address is at 675 S. Twin Oaks Valley Road, #349, San Marcos, CA, 92078. Initial inventory for website sales will be maintained and fulfilled from this location. Additional storage space can be secured in an outside storage facility when needed.

Capital Equipment

TymPlates will not require equipment for start-up.

Sources of Supply

All office supplies and product components can easily be sourced from vendors within the San Marcos, CA area. The source of supply for the manufacture of the plates is the most critical. The plates will be produced by Halsey, Inc., located in Montrose, Pennsylvania. Halsey is the only U.S. supplier of melamine plate products and has been involved with TymPlates throughout the product development phases of both the adult and kids plates. Halsey has assured TymPlates that it has enough capacity to support its demand.

Halsey developed and markets a custom melamine-decorating process to apply one-of-a-kind and short-run graphics to melamine plates, coasters and flat trays. Halsey has the capacity to produce approximate 1,250 plates per week or 5,000 plates per month. Plates are packaged 35 plates per carton and 64 cartons per plate. A standard truckload quantity is 45,000 plates. They can ship LTL as well. They are not-equipped to hold extensive inventory of the customized plates.

If needed, Halsey is aligned with several suppliers in China who source melamine flatware and could provide additional plate volume. TymPlates will also secure a backup supplier in China for contingency purposes.

MANAGEMENT & PERSONNEL

CEO

The TymPlates Nutrition System is compilation of a nutritional teaching methodology previously provided by Kristy Dotson who has more than 14 years in the nutrition/food industries. Kristy Dotson holds a BS in Holistic Nutrition from Clayton College of Natural Health in Birmingham, Alabama, and has a Nutrition Consultant Certification from American Fitness Professionals & Associates (AFPA). Additionally, she holds both a BS and MS in engineering from Purdue University and the University of Missouri-Rolla, respectively.

Kristy Dotson will serve as the Chief Executive Officer and will be responsible for providing strategic direction, overseeing the company's financial position, as well as purchasing of inventory and marketing materials. Kristy will schedule promotional and educational events whereby TymPlates is featured, as well as ensure

TymPlates' attendance at select industry trade shows. Tracking of promotional performance against sales objectives and market share will also be the responsibility of Kristy.

Sales & Marketing Manager (Contract position)

The Sales & Manager will be responsible for establishing brand recognition for TymPlates within the business-to-business market. TymPlates has identified Nellie Sepulveda, an experienced contractor in the Chicago-land area who has a successful track record of selling to physicians. Nellie Sepulveda will identify key prospects, develop strategies, and service accounts after the initial sale.

Advisory Team

- 1) Attorney – Nancy Franks-Straus, Ltd., Chicago, IL
- 2) Intellectual Property – Litman Law, Arlington, VA
- 3) Accountant – Terri Benno, Chicago, IL

Board of Directors

- 1) **Mark Muse** - an accomplished corporate executive and has held numerous cross-functional positions in the areas of strategic planning, audit, finance, operations, sales and marketing with Fortune 100 companies, including Pepsi-Cola and Honeywell.
- 2) **Dr. Christopher C. Dotson** – a retired physician and businessman in Beverly Hills, CA.
- 3) **Lucius Jones** – a retired business executive and college admissions director in Dayton, OH
- 4) **Lena Dobbs-Johnson** – Former President of Advocate Bethany Hospital in Chicago, IL.

FINANCIAL PROJECTIONS

TymPlates year-1 sales revenue is based upon selling a total of 9,500 kits consumer direct via the TymPlates websites or at events, such as trade shows or seminars orchestrated by Kristy Dotson. The direct TV campaign with KH Media Marketing will be a key driver of these sales. Individual TV campaigns are planned for both year-1 and year-2 so that the adult and kids' kit can each be showcased separately.

The business-to-business retail community will be solicited directly to acquire product placement within each respective outlet. The physician community will be targeted first. Year-1 sales revenue projection includes selling 25,000 kits wholesale to distributors. The assumption is based on 500 physicians (combination of general/holistic practitioners and pediatricians) selling kits to 50 patients, yielding 25,000 kits. A "sales package" will be presented to provide the retail outlet with the necessary tools to market the product. These tools may include in-office displays and signage.

Additional revenue stems from the purchasers of the adult kit who decide to purchase supplements which will be available on the TymPlates website. The year-1 revenue projection for supplements is \$912,000 and is based upon 50% of adult kit purchasers utilizing the supplements. Because the TymPlates fat-loss support protocol calls for continued use of the supplements, a monthly residual income opportunity is presented.

TYMPLATES SUMMARY OF INCOME STATEMENTS				
Assumption: Adult kit sales cyclical based upon dieting trends				
Q1 sales 40% of total sales				
Q2 sales 30% of total sales				
Q3 sales 20% of total sales				
Q4 sales 10% of total sales				
	START-UP	YEAR 1 TOTAL	YEAR 2 TOTAL	YEAR 3 TOTAL
Adult kit retail sales revenue		\$104,842	\$115,327	\$138,392
Adult kit B2B sales revenue		\$224,375	\$246,769	\$296,123
Total Adult Kit Sales Revenue		\$329,217	\$362,096	\$434,515
Kids kit retail sales revenue		\$179,726	\$197,698	\$237,238
Kids kit B2B sales revenue		\$224,375	\$246,809	\$296,123
Kids Kit Total Sales Revenue		\$404,101	\$444,507	\$533,361
ProfilePlan Powder (30% of total adult kit sales)		\$208,800	\$229,680	\$275,616
Profile Plan Burn (50% of total adult kit sales)		\$212,000	\$233,200	\$279,840
ProfilePlan Trim (50% of total adult kit sales)		\$352,000	\$387,200	\$464,640
ProfilePlan Build (30% of total adult kit sales)		\$139,200	\$153,120	\$183,744
Total Adult Supplement Sales Revenue		\$912,000	\$1,003,200	\$1,203,840
TOTAL SALES		\$1,645,318	\$1,809,803	\$2,171,716
Adult kit retail COGS		\$45,803	\$50,383	\$60,460
Adult kit B2B COGS		\$147,250	\$161,975	\$194,370
Total Adult Kit COGS		\$193,053	\$212,358	\$254,830
Kids kit retail COGS		\$84,039	\$92,443	\$110,931
Kids kit B2B COGS		\$164,375	\$180,813	\$197,250
Total Kids Kit COGS		\$248,414	\$273,255	\$308,181
ProfilePlan Powder COGS		\$130,472	\$143,519	\$172,223
Profile Plan Burn COGS		\$130,813	\$143,895	\$172,674
ProfilePlan Trim COGS		\$218,813	\$240,695	\$288,834
ProfilePlan Build COGS		\$85,688	\$94,257	\$113,108
Total Adult Supplements COGS		\$565,787	\$622,365	\$746,838
TOTAL COGS		\$1,007,253	\$1,107,979	\$1,309,850
Gross profit		\$638,065	\$701,824	\$861,866
Operating Expenses				
Startup Costs (Pre-2015)				
Product Development & Intellectual Property		\$0	\$0	\$0
Startup Inventory		\$0	\$0	\$0
Payroll				
Chief Executive Officer		\$60,000	\$60,000	\$60,000
Admin/Customer Service		\$0	\$0	\$0
Sales & Marketing Manager		\$36,000	\$36,000	\$36,000
Benefits & Taxes (50% of salary)				
Chief Executive Officer		\$30,000	\$30,000	\$30,000
Admin/Customer Service		\$0	\$0	\$0
Sales & Marketing Manager		\$18,000	\$18,000	\$18,000
Office space expense		\$0	\$0	\$0
Office space insurance		\$0	\$0	\$0
Office space utilities		\$0	\$0	\$0
Electric		\$216	\$216	\$216
Telephone (Ringcentral)		\$216	\$216	\$216
Office Supplies				
Furniture		\$0	\$0	\$0
Computers		\$0	\$0	\$0
General Supplies		\$2,400	\$2,400	\$2,400
Product Liability Insurance		\$600	\$600	\$600
Storage Unit/Fulfillment Center		\$1,440	\$1,440	\$1,440
Advertising				
KH Media Marketing	\$18,000	\$18,000	\$18,000	\$0
Product Brochures/Sell sheets		\$2,000	\$4,000	\$2,000
Promotional events		\$2,400	\$2,400	\$2,400
Trade shows - Registration		\$4,000	\$4,000	\$4,000
Postage & Shipping		\$6,000	\$6,000	\$6,000
Endicia fee		\$192	\$192	\$192
Training/educational development (distributors)		\$0	\$0	\$0
Meals & entertainment		\$4,800	\$4,800	\$4,800
Travel				
Airfare		\$6,000	\$6,000	\$6,000
Hotel		\$7,200	\$7,200	\$7,200
Rental Car		\$2,100	\$2,100	\$2,100
Meals		\$3,600	\$3,600	\$3,600
Website hosting		\$1,920	\$1,920	\$1,920
Merchant account charges		\$1,500	\$1,500	\$1,500
Accounting fees		\$1,000	\$1,000	\$1,000
Payroll fees		\$1,000	\$1,000	\$1,000
Contracted services				
IT/Computer		\$1,000	\$1,000	\$1,000
Additional design work		\$3,600	\$7,200	\$7,200
Misc. taxes, fees, licensure, legal		\$3,000	\$3,000	\$3,000
Loan Repayment (Lillian Dotson)		\$3,600	\$3,600	\$3,600
Debt repayment (Michael Mann Design)		\$3,600	\$3,600	\$3,600
Total operating expenses		\$226,168	\$231,768	\$211,768
Net profit before taxes		\$411,897	\$470,056	\$650,098
Tithes (10%)		\$42,990	\$47,006	\$65,010
Taxes (40% of net profit)		\$171,959	\$188,023	\$260,039
Operating profit (loss) after taxes		\$196,948	\$235,028	\$325,049

TYMPLATES SUMMARY OF CASH FLOWS (BUDGET)				
	START-UP	YEAR 1 TOTAL	YEAR 2 TOTAL	YEAR 3 TOTAL
Cash Receipts & Financing				
Cash Available from previous year			\$227,948	\$236,028
Initial Investment by Kristy Dotson			\$0	\$0
Initial loan by Lillian Dotson			\$0	\$0
Investors				
Other Investor #1		\$0	\$0	\$0
Other Investor #2		\$0	\$0	\$0
Funding		\$0	\$0	\$0
Loans		\$0	\$0	\$0
Other Creative Financing		\$0	\$0	\$0
Cash from Adult Kit Retail Sales		\$104,842	\$115,327	\$138,392
Cash from Adult Kit B2B Sales		\$224,375	\$246,769	\$296,123
Total Cash from Adult Kit Sales		\$329,217	\$362,096	\$434,515
Cash from Kids Kit Retail Sales		\$179,726	\$197,698	\$237,238
Cash from Kids Kit B2B Sales		\$224,375	\$246,809	\$296,123
Total Cash from Kids Kit Sales		\$404,101	\$444,507	\$533,361
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ProfilePlan Trim (50% of total adult kit sales)		\$352,000	\$387,200	\$464,640
ProfilePlan Build (30% of total adult kit sales)		\$139,200	\$153,120	\$183,744
Total Cash from Adult Supplement		\$912,000	\$1,003,200	\$1,203,840
Total Available Cash		\$1,645,318	\$1,809,803	\$2,171,716
Less Cash Expenditures				
Startup Costs (Pre-2015)				
Product Development & Intellectual Property	\$69,000			
Startup Inventory	\$30,000			
Startup KH Media Marketing Campaign	\$18,000			
Payroll				
Chief Executive Officer		\$60,000	\$60,000	\$60,000
Admin/Customer Service		\$0	\$0	\$0
Sales & Marketing Manager		\$36,000	\$18,000	\$18,000
Benefits & Taxes (50% of salary)				
Chief Executive Officer		\$30,000	\$30,000	\$30,000
Admin/Customer Service		\$0	\$0	\$0
Sales & Marketing Manager		\$18,000	\$18,000	\$18,000
Office space expense		\$0	\$0	\$0
Office space insurance		\$0	\$0	\$0
Office space utilities		\$0	\$0	\$0
Electric		\$216	\$216	\$216
Telephone		\$216	\$216	\$216
Office Supplies				
Furniture		\$0	\$0	\$0
Computers		\$0	\$0	\$0
General Supplies		\$2,400	\$2,400	\$2,400
Product Liability Insurance		\$600	\$600	\$600
Storage Unit/Fulfillment Center		\$1,440	\$1,440	\$1,440
Product purchases		\$1,007,253	\$1,107,979	\$1,309,850
Advertising				
KH Media Marketing		\$0	\$18,000	\$0
Product Brochures/Sell Sheets		\$2,000	\$4,000	\$2,000
Promotional events		\$2,400	\$2,400	\$2,400
Trade shows - Registration		\$4,000	\$4,000	\$4,000
Postage & Shipping		\$6,000	\$6,000	\$6,000
Endicia fee		\$192	\$192	\$192
Training/educational development		\$0	\$0	\$0
Meals & entertainment		\$4,800	\$4,800	\$4,800
Travel				
Airfare		\$6,000	\$6,000	\$6,000
Hotel		\$7,200	\$7,200	\$7,200
Rental Car		\$2,100	\$2,100	\$2,100
Meals		\$3,600	\$3,600	\$3,600
Website hosting		\$1,500	\$1,500	\$1,500
Merchant account charges		\$1,500	\$1,500	\$1,500
Accounting fees		\$1,000	\$1,000	\$1,000
Payroll fees		\$1,000	\$1,000	\$1,000
Contracted services				
IT/Computer		\$1,000	\$1,000	\$1,000
Additional design work		\$3,600	\$7,200	\$7,200
Misc. taxes, fees, licensure, legal		\$3,000	\$3,000	\$3,000
Loan Repayment (Lillian Dotson)		\$3,600	\$3,600	\$3,600
Debt repayment (Michael Mann Design)		\$3,600	\$3,600	\$3,600
Total Cash Expenditures		\$1,331,421	\$1,338,747	\$1,520,618
Cash flow before taxes		\$442,897	\$471,056	\$651,098
Less: Tithes		\$42,990	\$47,006	\$65,010
Less: Taxes		\$171,959	\$188,023	\$260,039
Federal/state income (40% of net profit)				
Cash surplus/deficit for the period		\$227,948	\$236,028	\$326,049
Cash on hand at end of the period				

TYMPLATES			
SUMMARY OF PROJECTED BALANCE SHEETS			
	YEAR 1	YEAR 2	YEAR 3
ASSETS			
Current Assets:			
Cash	\$227,948	\$463,977	\$790,026
Accounts receivable	\$0	\$0	\$0
Product inventory	\$30,000	\$30,000	\$30,000
Total Current Assets	\$257,948	\$493,977	\$820,026
Fixed Assets:			
Product Development	\$69,000	\$69,000	\$69,000
Less: Accumulated ammortization (180 months)	-\$4,600	-\$9,200	-\$13,800
Fixtures and equipment (office equip)	\$0	\$0	\$0
Less: Accumulated depreciation (10 yr)	\$0	\$0	\$0
Total Fixed Assets	\$64,400	\$59,800	\$55,200
TOTAL ASSETS	\$322,348	\$553,777	\$875,226
LIABILITIES			
Current Liabilities:			
Accounts payable	\$0	\$0	\$0
Loans	\$11,400	\$7,800	\$4,200
Accrued federal & state tax		\$0	\$0
Total Current Liabilities	\$11,400	\$7,800	\$4,200
STOCKHOLDER'S EQUITY			
Capital reserve	\$60,000	\$60,000	\$60,000
Invested capital			
Investors	\$54,000	\$54,000	\$54,000
Retained earnings	\$196,948	\$431,977	\$757,026
Total Stockholder's Equity	\$310,948	\$545,977	\$871,026
TOTAL LIABILITIES & STOCKHOLDER'S EQUITY	\$322,348	\$553,777	\$875,226