

The Honest Bison

Balance Sheet

As of December 2014

7/6/16

11:49:12 AM

Assets		
Cash Assets	\$13,991.69	
Accounts Receivable	\$729.15	
Inventory	\$65,260.59	
Fixed Assets	\$66,852.10	
Intangible Assets	\$37,429.57	
Total Assets		<u>\$184,263.10</u>
Liabilities		
Accounts Payable	\$7,335.97	
Credit Cards	\$932.92	
Bank of the Sierra	\$30,000.00	
Due to / from Shareholder	\$118,982.00	
Total Liabilities		<u>\$157,250.89</u>
Equity		
Capital	\$101,805.00	
Retained Earnings	-\$15,524.18	
Current Earnings	-\$59,268.61	
Total Equity		<u>\$27,012.21</u>
Total Liability & Equity		<u>\$184,263.10</u>

The Honest Bison

Profit & Loss Statement

January 2014 through December 2014

7/6/16

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Income		
Bison Sales	\$28,785.30	
Tshirt Sales	\$99.15	
Thermometer Sales	\$78.52	
Shipping & Handling	\$25.95	
Handling	\$860.60	
Special Event Revenue	\$36,983.85	
Total Income		\$66,833.37
Direct Costs		
Cost of Meat	\$16,993.81	
Tshirt Costs	\$2,339.14	
Thermometer Costs	\$115.00	
Special Event	\$73,737.44	
Packaging	\$1,987.27	
Refrigeration	\$110.03	
Inventory Adjustments	-\$5,096.94	
Shipping	\$2,857.12	
Less Merchant Disc & Square Fee	\$1,829.58	
Total Direct Costs		\$94,872.45
Gross Profit		-\$28,039.08
Operating Expenses		
Office Costs	\$2,567.60	
Sales & Marketing Costs	\$11,329.06	
Auto Costs	\$77.50	
Travel Costs	\$2,682.81	
Professional Development	\$758.91	
Administrative Costs	\$1,677.46	
Total Operating Expenses		\$19,093.34
Operating Profit		-\$47,132.42
Other Income		
Other Expenses		
Depreciation Expense	\$10,751.19	
IRS	\$585.00	
Franchise Tax Board Payments	\$800.00	
Total Other Expenses		\$12,136.19
Net Profit/(Loss)		-\$59,268.61

The Honest Bison

Balance Sheet

As of December 2015

7/6/16

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Assets		
Cash Assets	\$32,268.00	
Inventory	\$63,878.00	
Fixed Assets	\$58,319.10	
Intangible Assets	\$27,811.57	
Total Assets		<u>\$182,276.67</u>
Liabilities		
Accounts Payable	\$1,820.00	
Due to/from Shareholder	\$228,979.37	
Kiva Zip	\$4,014.82	
Total Liabilities		<u>\$234,814.19</u>
Equity		
Capital	\$101,805.00	
Retained Earnings	-\$74,792.79	
Current Earnings	-\$79,549.73	
Total Equity		<u>-\$52,537.52</u>
Total Liability & Equity		<u>\$182,276.67</u>

The Honest Bison

Profit & Loss Statement

January 2015 through December 2015

7/6/16

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Income		
Bison Sales	\$264,774.18	
Special Event Revenue	\$29,122.96	
Total Income		\$293,897.14
Direct Costs		
Cost of Meat	\$258,116.96	
Special Event	\$1,702.10	
Refrigeration	\$250.00	
Inventory Adjustments	\$3,122.74	
Shipping	\$14,751.53	
Less Merchant Disc & Square Fee	\$1,757.64	
Total Direct Costs		\$279,700.97
Gross Profit		\$14,196.17
Operating Expenses		
Office Costs	\$4,593.26	
Sales & Marketing Costs	\$50,060.18	
Auto Costs	\$200.65	
Travel Costs	\$1,250.84	
Professional Development	\$2,042.29	
Administrative Costs	\$16,547.68	
Total Operating Expenses		\$74,694.90
Operating Profit		-\$60,498.73
Other Income		
Other Expenses		
Depreciation Expense	\$18,151.00	
Contributions	\$100.00	
Franchise Tax Board Payments	\$800.00	
Total Other Expenses		\$19,051.00
Net Profit/(Loss)		-\$79,549.73

The Honest Bison

Balance Sheet

As of December 2016

2/24/17

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Assets			
Cash Assets			
Chase Checking 9150	\$18,863.97		
Total Cash Assets		\$18,863.97	
Inventory			
T-shirts	\$949.41		
Epic Bars	\$656.64		
Thermometer Inventory	\$324.00		
Meat Inventory	\$142,281.06		
Labels	\$2,000.00		
Packaging	\$2,200.00		
Refrigeration	\$1,100.00		
Total Inventory		\$149,511.11	
Fixed Assets			
Freezers & Insulated Chests	\$8,056.67		
Camera	\$3,000.00		
Web Site Development	\$83,241.33		
Accumulated Depreciation	-\$14,890.76		
Total Fixed Assets		\$79,407.24	
Intangible Assets			
Development Costs	\$73,547.00		
Accumulated Amortization	-\$17,443.43		
Total Intangible Assets		\$56,103.57	
Total Assets			\$303,885.89
Liabilities			
Credit Cards			
AmEx Bus Green 41005	\$55.94		
Chase Ink	\$128.49		
Chase Ink 7630	\$4,099.96		
AmEx Business	\$877.26		
Blue for Business	\$873.12		
Total Credit Cards		\$6,034.77	
Other Liabilities			
Kabbage Inc	\$11,000.00		
Bluevine Capital	\$3,379.21		
Paypal Advance	\$3,000.00		
Due to/from Shareholder			
Investment by S&M Lenihan	\$243,792.30		
Due to/from Xtn 33	-\$9,973.59		
Loan - Mike Lenihan	\$8,955.00		
Total Due to/from Shareholder		\$242,773.71	
Kiva Zip		\$10,000.00	
Total Liabilities			\$276,187.69
Equity			
Capital		\$101,805.00	
Retained Earnings		-\$106,732.38	
Current Earnings		\$32,625.58	
Total Equity			\$27,698.20
Total Liability & Equity			\$303,885.89

The Honest Bison

Profit & Loss Statement

January 2016 through December 2016

2/24/17

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Income		
Bison Sales	\$642,525.99	
Total Income		\$642,525.99
Direct Costs		
Cost of Meat	\$500,414.53	
Labels	\$1,042.16	
Packaging	\$2,426.60	
Refrigeration	\$125.00	
Shipping	\$36,015.27	
Less Merchant Disc & Square Fee	\$198.87	
Total Direct Costs		\$540,222.43
Gross Profit		\$102,303.56
Operating Expenses		
Office Costs		
Office: Telecommunications	\$1,305.80	
Office: Computer Costs	\$4,057.91	
Office: Repairs & Maintenance	\$255.87	
Office: Supplies	\$1,520.78	
Total Office Costs		\$7,140.36
Sales & Marketing Costs		
S&M: Advertising & Promos	\$30,688.25	
S&M: Social Media	\$4,750.00	
S&M: Creative, Copy, Design	\$12,000.00	
S&M: Web Site	\$1,696.34	
S&M: Trade Show & Research	\$154.75	
S&M: Supplies	\$269.00	
S&M: Client Entertainment	\$938.47	
Total Sales & Marketing Costs		\$50,496.81
Auto Costs		
Auto: Gas	\$34.54	
Auto: Parking	\$61.00	
Total Auto Costs		\$95.54
Travel Costs		
Travel: Airfare	\$870.38	
Travel: Lodging	\$1,295.67	
Travel: Ground Transportation	\$233.97	
Travel: Meals	\$19.18	
Travel: Miscellaneous	\$41.95	

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Profit & Loss Statement

January 2016 through December 2016

2/24/17

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Total Travel Costs		\$2,461.15	
Professional Development			
Prof Dev: Books & Magazines	\$4,183.93		
Prof Dev: Conferences	\$764.62		
Prof Dev: Education	\$1,523.87		
Prof Dev: Dues	\$265.00		
Total Professional Development		\$6,737.42	
Administrative Costs			
Adm: Bank Fees	\$476.10		
Adm: Finance Charges	-\$3.00		
Adm: Insurance	\$1,178.60		
Adm: Taxes & Licenses	\$295.00		
Total Administrative Costs		\$1,946.70	
Total Operating Expenses			\$68,877.98
Operating Profit			\$33,425.58
Other Income			
Other Expenses			
Franchise Tax Board Payments		\$800.00	
Total Other Expenses			\$800.00
Net Profit/(Loss)			\$32,625.58