Data Request List

1. Monthly P&L statements 2020-2024 directly from accounting system
2. Monthly cash flow statements 2020-2024
3. Detailed revenue recognition schedule by cohort showing 9-month recognition pattern
4. Monthly deferred revenue rollforward analysis
5. Bank statements for all accounts
6. Aged accounts receivable reports by month
7. Tax returns and supporting schedules
8. Chart of accounts with account descriptions
9. Kajabi platform export showing all student enrollments, completion rates, and engagement metrics
10. Detailed cohort analysis showing student progression through modules
11. Monthly subscription metrics including MRR, churn rate, and customer acquisition data
12. Lead generation program customer list with revenue per customer
13. Affiliate program performance data including commission payouts
14. Content development log showing hours spent and costs by module
15. 5-Day Challenge registration and conversion data by cohort
16. Hyros marketing analytics export showing channel performance and ROAS
17. Google Ads and Meta Ads account exports with campaign performance
18. Customer acquisition cost (CAC) and lifetime value (LTV) calculations by channel
19. Email marketing performance reports from ActiveCampaign
20. Operating agreement and all amendments for Booming Bookkeeping Business LLC
21. Student enrollment agreements and terms of service
22. Intellectual property registrations (trademarks, copyrights)
23. Data privacy policies and GDPR/CCPA compliance documentation
24. Complete list of all software subscriptions with costs
25. Kajabi platform configuration and integration documentation
26. API documentation for all third-party integrations
27. Data backup and disaster recovery procedures
28. Employee and contractor roster with compensation details
29. Independent contractor agreements for all contractors
30. Payroll registers for 2024
31. Customer database export with demographics and geographic distribution
32. Student success testimonials and case studies documentation
33. Refund and chargeback data by month
34. Fixed asset register

35. Course content inventory and ownership documentation