

Mentive Income Statement & Budget:

Year
One

Year Two

ASSUMPTIONS:

- This projection is based on the 10% commission pricing model and no other source of income. We are also planning on doing some sort of premium feature on accounts that we have not concluded details for.
- Does not account for the time spend in tutoring sessions, assumes each session is one hour.

Year 1 and Year 2 Projections

(10% commission on Tutoring Session)

1,600

6,400

12,800

Revenue	\$3,998.40	\$15,993.60	\$31,987.20
Less: Cost of Goods Sold	\$500	\$1,000	\$1,500
Gross Profit (Gain)	\$3,498.40	\$14,993.60	\$30,487.20
Less: Marketing Expenses			
Brand Ambassadors	\$300	\$600	\$1,200
SEO	\$500	\$1,000	\$1,000
Instagram Advertising	\$500	\$1,000	\$1,000
Less: Total Expenses	\$1,300	\$2,600	\$3,200
Operating Profit	\$2,198.4	\$12,393.60	\$27,287.20
Less: Taxes (21%)	\$461.67	\$2,602.66	\$5,730.31
Net Income	\$1,736.73	\$9,790.94	21,556.89
Seed Funding Left Over (\$30,000)	\$28,700	\$26,100	\$22,900