

Template profit & loss statement

NutriScan

Profit & Loss statement

Year 1

REVENUES		
Ad Revenue	300000	
Subscription Revenue	352914.68	
Total revenues		652914.68
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	1800	
App Store Fee	195874.404	
		197674.404
Gross Profit		455240.276
Gross Margin (%)		0.6972431314
Operating expenses		
Rent and Utilities	18000	
General & administrative	120000	
Advertising and marketing	163228.67	
Professional fees (IP, consultancy, etc.)	2460	
Total operating expenses		303688.67
Capital expenses		
Initial Development	650000	
Total capital expense		650000
OPERATING INCOME		-498448.394
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		330000
EARNINGS BEFORE TAXES		-168,448
INCOME TAXES		
NET INCOME		-168,448

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Month 1

REVENUES		
Ad Revenue	0	
Subscription Revenue	0	
Total revenues		0
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	0	
App Store Fee	0	
		0
Gross Profit		0
Gross Margin (%)		#DIV/0!
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	0	
Professional fees (IP, consultancy, etc.)	0	
Total operating expenses		11500
Capital expenses		
Initial Development	54166.66667	
Total capital expense		54166.66667
OPERATING INCOME		-65666.66667
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		-38,167
INCOME TAXES		
NET INCOME		-38,167

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Month 2

REVENUES		
Ad Revenue	0	
Subscription Revenue	0	
Total revenues		0
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	0	
App Store Fee	0	
		0
Gross Profit		0
Gross Margin (%)		#DIV/0!
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	0	
Professional fees (IP, consultancy, etc.)	0	
Total operating expenses		11500
Capital expenses		
Initial Development	54166.66667	
Total capital expense		54166.66667
OPERATING INCOME		-65666.66667
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		-38,167
INCOME TAXES		
NET INCOME		-38,167

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Month 3

REVENUES		
Ad Revenue	0	
Subscription Revenue	0	
Total revenues		0
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	0	
App Store Fee	0	
		0
Gross Profit		0
Gross Margin (%)		#DIV/0!
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	0	
Occupancy		
Professional fees (IP, consultancy, etc.)		
Others		
Total operating expenses		11500
Capital expenses		
Initial Development	54166.66667	
Others		
Total capital expense		54166.66667
OPERATING INCOME		-65666.66667
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		-38,167
INCOME TAXES		
NET INCOME		-38,167

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Month 4

REVENUES		
Ad Revenue	3750	
Subscription Revenue	0	
Total revenues		3750
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	200	
App Store Fee	1125	
		1325
Gross Profit		2425
Gross Margin (%)		0.6466666667
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	937.5	
Professional fees (IP, consultancy, etc.)		
Total operating expenses		12437.5
Capital expenses		
Initial Development	54166.66667	
Total capital expense		54166.66667
OPERATING INCOME		-64179.16667
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		-36,679
INCOME TAXES		
NET INCOME		-36,679

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Month 5

REVENUES		
Ad Revenue	7500	
Subscription Revenue	0	
Total revenues		7500
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	200	
App Store Fee	2250	
		2450
Gross Profit		5050
Gross Margin (%)		0.6733333333
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	1875	
Professional fees (IP, consultancy, etc.)		
Total operating expenses		13375
Capital expenses		
Initial Development	54166.66667	
Others		
Total capital expense		54166.66667
OPERATING INCOME		-62491.66667
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		-34,992
INCOME TAXES		
NET INCOME		-34,992

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Month 6

REVENUES		
Ad Revenue	15000	
Subscription Revenue	18333.33333	
Total revenues		33333.33333
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	200	
App Store Fee	10000	
		10200
Gross Profit		23133.33333
Gross Margin (%)		0.694
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	8333.333333	
Professional fees (IP, consultancy, etc.)		
Total operating expenses		19833.33333
Capital expenses		
Initial Development	54166.66667	
Others		
Total capital expense		54166.66667
OPERATING INCOME		-50866.66667
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		-23,367
INCOME TAXES		
NET INCOME		-23,367

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Month 7

REVENUES		
Ad Revenue	22500	
Subscription Revenue	27500	
Total revenues		50000
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	200	
App Store Fee	15000	
		15200
Gross Profit		34800
Gross Margin (%)		0.696
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	12500	
Professional fees (IP, consultancy, etc.)		
Total operating expenses		24000
Capital expenses		
Initial Development	54166.66667	
Total capital expense		54166.66667
OPERATING INCOME		-43366.66667
NON-OPERATING ITEMS		
Non-operating income		2
Non-operating expenses		27500
EARNINGS BEFORE TAXES		-15,865
INCOME TAXES		
NET INCOME		-15,865

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Month 8

REVENUES		
Ad Revenue	30000	
Subscription Revenue	36666.66667	
Total revenues		66666.66667
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	200	
App Store Fee	20000	
		20200
Gross Profit		46466.66667
Gross Margin (%)		0.697
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	16666.66667	
Professional fees (IP, consultancy, etc.)		
Total operating expenses		28166.66667
Capital expenses		
Initial Development	54166.66667	
Others		
Total capital expense		54166.66667
OPERATING INCOME		-35866.66667
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		-8,367
INCOME TAXES		
NET INCOME		-8,367

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Month 9

REVENUES		
Ad Revenue	37500	
Subscription Revenue	45833.33333	
Total revenues		83333.33333
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	200	
App Store Fee	25000	
		25200
Gross Profit		58133.33333
Gross Margin (%)		0.6976
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	20833.33333	
Professional fees (IP, consultancy, etc.)		
Total operating expenses		32333.33333
Capital expenses		
Initial Development	54166.66667	
Total capital expense		54166.66667
OPERATING INCOME		-28366.66667
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		-867
INCOME TAXES		
NET INCOME		-867

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Month 10

REVENUES		
Ad Revenue	48750	
Subscription Revenue	59583.33333	
Total revenues		108333.3333
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	200	
App Store Fee	32500	
		32700
Gross Profit		75633.33333
Gross Margin (%)		0.6981538462
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	27083.33333	
Professional fees (IP, consultancy, etc.)		
Total operating expenses		38583.33333
Capital expenses		
Initial Development	54166.66667	
Total capital expense		54166.66667
OPERATING INCOME		-17116.66667
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		10,383
INCOME TAXES		
NET INCOME		10,383

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Month 11

REVENUES		
Ad Revenue	60000	
Subscription Revenue	73333.33333	
Total revenues		133333.3333
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	200	
App Store Fee	40000	
		40200
Gross Profit		93133.33333
Gross Margin (%)		0.6985
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	33333.33333	
Professional fees (IP, consultancy, etc.)		
Total operating expenses		44833.33333
Capital expenses		
Initial Development	54166.66667	
Total capital expense		54166.66667
OPERATING INCOME		-5866.666667
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		21,633
INCOME TAXES		
NET INCOME		21,633

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Month 12

REVENUES		
Ad Revenue	75000	
Subscription Revenue	91666.66667	
Total revenues		166666.6667
EXPENSES		
Cost of Goods Sold		
Cloud Hosting Cost	200	
App Store Fee	50000	
		50200
Gross Profit		116466.6667
Gross Margin (%)		0.6988
Operating expenses		
Rent and Utilities	1500	
General & administrative	10000	
Advertising and marketing	41666.66667	
Professional fees (IP, consultancy, etc.)	2460	
Total operating expenses		55626.66667
Capital expenses		
Initial Development	54166.66667	
Total capital expense		54166.66667
OPERATING INCOME		6673.333333
NON-OPERATING ITEMS		
Non-operating income		
Non-operating expenses		27500
EARNINGS BEFORE TAXES		34,173
INCOME TAXES		
NET INCOME		34,173