



THREE YEAR FINANCIAL PROJECTIONS

REVENUE PROJECTION (3 Year) (USD)

Revenue Streams	2017	2018	2019
Media License Revenue	\$135,000.00	\$547,500.00	\$5,475,000.00
Subscriptions	\$0.00	\$150,000.00	\$600,000.00
Ad Revenue	\$2,160.00	\$8,760.00	\$87,600.00
Total	\$137,160.00	\$706,260.00	\$6,162,600.00

Note: Currency conversion rate: US\$1 : S\$1.40

PERSONNEL PROJECTION (3 Year) (USD)

Department	2017	#	2018	#	2019	#
1.0 Administration						
1.1 HR and Office Support	\$58,500.00	1	\$58,500.00	1	\$58,500.00	1
1.2 Finance			\$64,768.00	1	\$64,768.00	1
SUBTOTAL	\$58,500.00	1	\$123,268.00	2	\$123,268.00	2
2.0 Management						
2.1 CEO	\$120,000.00	1	\$120,000.00	1	\$120,000.00	1
2.2 CTO	\$180,000.00	1	\$180,000.00	1	\$180,000.00	1
2.3 CMO					\$120,000.00	1
SUBTOTAL	\$300,000.00	2	\$300,000.00	2	\$420,000.00	3
3.0 Business Development						
3.1 Business Development			\$68,946.00	1	\$68,946.00	1
SUBTOTAL	\$0.00	0	\$68,946.00	1	\$68,946.00	1
4.0 Production Team						
4.1 Project Manager			\$137,893.00	1	\$137,893.00	1
4.2 IOS Developer*	\$80,000.00	1	\$80,000.00	1	\$80,000.00	1
4.3 Android Developer**	\$78,000.00	1	\$78,000.00	1	\$78,000.00	1
4.4 Back End Developer***	\$71,000.00	1	\$71,000.00	1	\$71,000.00	1
4.5 AI Developer***	\$89,000.00	1	\$89,000.00	1	\$89,000.00	1
4.6 Production Support			\$376,071.00	3	\$376,071.00	3
SUBTOTAL	\$318,000.00	4	\$831,964.00	8	\$831,964.00	8
GRAND TOTAL	\$676,500.00	7	\$1,324,178.00	13	\$1,444,178.00	14

Notes:

1. Currency conversion rate: US\$1 : S\$1.40
2. No changes have been made to the last version except that most job titles have been changed to reflect generic job scopes to allow for greater flexibility in the hiring process. For e.g. if an executive was found to be more suitable, there is no restriction that the hire must be a manager.
3. Where Singaporean / PR is indicated, the salary cost would include a 17% contribution to CPF. I have also included the employer's contribution to CPF in the P&L Projection spreadsheet.
4. No increment / bonus is expected for the first 3 year of operations.
5. Where more resources are required but not budgeted, the options are: (i) revise budget; or (ii) outsource including using freelancers. I will include a budget for outsourced services in the P&L Projection spreadsheet which may or may not be utilised.

*http://www.payscale.com/research/US/Job=iOS_Developer/Salary

**http://www.payscale.com/research/US/Job=Android_Software_Developer/Salary

***http://www.payscale.com/research/US/Job=Back_End_Developer%2f_Engineer/Salary

****http://www.payscale.com/research/US/Job=AI_Programmer/Salary

PROFIT & LOSS PROJECTION (3 Year) (USD)

	2017	2018	2019
1.0 Revenue			
1.1 Media License Revenue	\$135,000.00	\$547,500.00	\$5475000.00
1.2 Subscriptions	\$0.00	\$150,000.00	\$600000.00
1.3 Ad Revenue	\$2,160.00	\$8,760.00	\$87600.00
SUBTOTAL	\$137,160.00	\$706,260.00	\$6162600.00
2.0 Operating Expenditure			
2.1 Professional fees			
2.1.1 Audit fees	\$5,000.00	\$7,500.00	\$15000.00
2.1.3 Company incorporation expenses	\$5,000.00		
2.1.4 Corporate secretarial fees	\$1,000.00	\$1,000.00	\$1000.00
2.1.5 Other professional fees	\$10,000.00	\$15,000.00	\$30000.00
SUBTOTAL	\$21,000.00	\$23,500.00	\$46000.00
2.2 Other operational expenses			
2.2.1 Cloud and websites	\$5,000.00	\$20,000.00	\$200000.00
2.2.2 Depreciation and amortization	\$18,100.00	\$31,767.00	\$35000.00
2.2.3 Insurance	\$7,000.00	\$13,000.00	\$14000.00
2.2.4 Internet expenses	\$1,500.00	\$1,500.00	\$1500.00
2.2.5 Marketing & advertising expenses	\$120,000.00	\$180,000.00	\$360000.00
2.2.6 Office expenses	\$2,400.00	\$3,600.00	\$7200.00
2.2.7 Office rental & utilities	\$120,000.00	\$120,000.00	\$120000.00
2.2.8 Miscellaneous office expenses	\$12,000.00	\$18,000.00	\$36000.00
2.2.9 Outsourced services	\$60,000.00	\$90,000.00	\$180000.00
2.2.10 Payroll	\$676,500.00	\$1,324,178.00	\$1444178.00
2.2.11 Telecommunication expenses	\$3,000.00	\$5,500.00	\$6000.00
2.2.12 Travelling expenses	\$24,000.00	\$36,000.00	\$72000.00
2.2.13 Licensing fee	\$6,750.00	\$27,375.00	\$273750.00
2.2.14 Other operational expenses	\$20,990.00	\$36,871.00	\$49518.00
SUBTOTAL	\$1,077,240.00	\$1,907,791.00	\$2799146.00
SUBTOTAL	\$1,098,240.00	\$1,931,291.00	\$2845146.00
3.0 EBITA	-\$961,080.00	-\$1,225,031.00	\$3317454.00
Accumulated EBITA	-\$961,080.00	-\$2,186,111.00	\$1131343.00
Interest	\$0.00	\$0.00	\$0.00
Corporate taxes	\$0.00	\$0.00	\$192328.00
4.0 EAITA	-\$961,080.00	-\$1,225,031.00	\$3125126.00
Accumulated EBITA	-\$961,080.00	-\$2,186,111.00	\$939015.00
5.0 Margin	-700.70%	-173.45%	50.71%

Note: Currency conversion rate: US\$1 : S\$1.40

BALANCE SHEET PROJECTION (3 Year) (USD)

	2017	2018	2019
Other Assets			
Intangibles	\$0.00	\$0.00	\$0.00
TOTAL OTHER ASSETS	\$0.00	\$0.00	\$0.00
Current Assets			
Cash in bank	\$502,510.00	\$1,200,052.00	\$3,611,089.00
Accounts receivable	\$20,574.00	\$105,939.00	\$924,390.00
Deposits	\$30,000.00	\$30,000.00	\$30,000.00
TOTAL CURRENT ASSETS	\$553,084.00	\$1,335,991.00	\$4,565,479.00
Fixed Assets			
Computer Equipment			
Computer hardware	\$20,800.00	\$36,800.00	\$40,000.00
Printers / scanners	\$2,000.00		\$2,000.00
Computer software	\$7,000.00	\$13,000.00	\$14,000.00
Other Equipment			
Office equipment	\$14,000.00	\$26,000.00	\$28,000.00
Mobile phones	\$3,500.00	\$6,500.00	\$7,000.00
Other equipment	\$7,000.00	\$13,000.00	\$14,000.00
	\$54,300.00	\$95,300.00	\$105,000.00
Less: Accumulated depreciation	-\$18,100.00	-\$49,867.00	-\$84,867.00
TOTAL FIXED ASSETS	\$36,200.00	\$45,433.00	\$20,133.00
TOTAL ASSETS	\$589,284.00	\$1,381,424.00	\$4,585,612.00
Current Liabilities			
Accounts payable	\$40,364.00	\$57,535.00	\$136,597.00
Borrowings	1,500,000.00	\$3,500,000.00	\$3,500,000.00
TOTAL CURRENT LIABILITIES	1,540,364.00	\$3,557,535.00	\$3,636,597.00
Equity			
Share capital	\$10,000.00	\$10,000.00	\$10,000.00
Retained earnings	\$961,080.00	-\$2,186,111.00	\$939,015.00
TOTAL EQUITY	\$951,080.00	-\$2,176,111.00	\$949,015.00
TOTAL LIABILITIES & EQUITY	\$589,284.00	\$1,381,424.00	\$4,585,612.00
	\$0.00	\$0.00	\$0.00

Note: Currency conversion rate: US\$1 : S\$1.40

CASH FLOW PROJECTION (3 Year) (USD)

	2017	2018	2019
1.0 Cash Inflow			
1.1 Revenue	\$116,586.00	\$620,895.00	\$5,344,149.00
1.2 Borrowings / investments	\$1,500,000.00	\$2,000,000.00	\$0.00
1.3 Initial investment	\$10,000.00	\$0.00	\$0.00
TOTAL CASH INFLOW	\$1,626,586.00	\$2,620,895.00	\$5,344,149.00
2.0 Cash Outflow			
2.1 Operating expenditure	\$1,039,776.00	\$1,882,353.00	\$2,731,084.00
2.2 Fixed assets	\$54,300.00	\$41,000.00	\$9,700.00
2.3 Deposits	\$30,000.00	\$0.00	\$0.00
2.4 Corporate taxes			\$192,328.00
TOTAL CASH OUTFLOW	\$1,124,076.00	\$1,923,353.00	\$2,933,112.00
Net Cash Inflow / (Outflow)	\$502,510.00	\$697,542.00	\$2,411,037.00
Opening balance	\$0.00	\$502,510.00	\$1,200,052.00
Closing balance	\$502,510.00	\$1,200,052.00	\$3,611,089.00

THANK YOU!

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