MONKEYSCLOUD

MonkeysCloud

MonkeysCloud is the ideal software tool for web agencies and teams.

Business Plan
Prepared Abril 2024

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Problem

Addressing the Pressing Challenges of Web Agencies and Development Teams

In the intricate realm of software development, web agencies and development teams constantly face multifaceted challenges:

1. **Streamlined Server Configuration:** Don't waste precious time on repetitive server configurations. Our platform eliminates the tedium and counter productivity of these tasks, allowing you to focus on core development activities and drive innovation and efficiency.
2. **Efficient DevOps Integration:** Our solution mitigates the need for dedicated DevOps personnel, freeing up valuable human resources to concentrate on primary development tasks. By reducing operational costs and streamlining the overall development process, we help you save time and resources.
3. **Seamless Process Monitoring and Integration:** As software projects become more complex, monitoring processes and integrating multiple services can feel overwhelming. Our platform simplifies this task, ensuring seamless code utilization and minimizing inefficiencies and potential errors.

MonkeysCloud emerges as a beacon of hope in this challenging landscape. While other SaaS platforms exist, most fail to holistically address these pain points. MonkeysCloud offers an all-encompassing platform that integrates task management, Git versions, and DevOps/hosting solutions. Say goodbye to repetitive server configurations, reduce your reliance on dedicated DevOps staff, and simplify process monitoring and integration.

Our tailored approach ensures that whether you're a startup agency or an established enterprise, you'll find a solution that perfectly fits your needs. With flexible monthly packages charged per project, we deliver cost-effectiveness without compromising on functionality.

In a market flooded with generic solutions, MonkeysCloud stands out by truly understanding and addressing the unique challenges faced by web agencies and development teams. Our specialized platform and innovative approach position us as an invaluable partner in your software development journey.

Solution

Our Solution: MonkeysCloud Framework – Unlocking the Power of Simplicity

MonkeysCloud transcends the ordinary realm of SaaS platforms. It is a revolutionary framework meticulously tailored for software projects, providing an all-encompassing solution. By seamlessly intertwining task management, code organization, and server administration, we not only save you valuable time but also significantly reduce costs.

Unlocking your Potential with MonkeysCloud:

1. **Effortless Setup:** Whether you are a web developer, app creator, or provide versatile services to a range of clients, our platform guarantees a hassle-free setup, empowering you to kickstart your projects with remarkable ease.
2. **Uncompromising Data Security:** For enterprises with a strong online presence and their dedicated development teams, safeguarding data is of utmost importance. MonkeysCloud offers automated backups, ensuring that your valuable data is always secure and easily recoverable.
3. **Guided Path to Success:** Our platform serves as your trusted guide, accompanying you every step of the way, from project inception to its triumphant launch. Take advantage of our streamlined and efficient development journey.
4. **Reliable Support:** At MonkeysCloud, we take immense pride in our unwavering commitment to support. Our dedicated team is readily available, poised to assist and ensure that your projects run without a hitch, empowering you for boundless success.

In an industry inundated with generic solutions, MonkeysCloud emerges as a beacon of innovation, providing a specialized framework designed specifically to cater to the distinctive needs of web agencies and development teams. Together,

we embark on an extraordinary voyage, revolutionizing the way software is developed.

Market

Target Market Chapter Summary & Market Size Analysis:

At MonkeysCloud, we have identified a lucrative target market consisting of web agencies and in-house development teams. These are the key players in the software development industry who are constantly searching for an integrated software solution to enhance their efficiency and streamline their operations.

Ideal Customer Profile:

1. **Web Agencies:** These are dynamic firms that handle multiple client projects, specializing in developing cutting-edge websites, apps, and other digital solutions.
2. **In-House Development Teams:** These dedicated teams operate within larger corporations and are responsible for software development and deployment for internal purposes.

Both of these segments face common challenges in software development, which positions them as ideal candidates for our comprehensive solution. By addressing their pain points and providing a seamless experience, MonkeysCloud can become their trusted partner.

Market Size Analysis:

Through extensive research, we have analyzed the market size and growth potential for our software solution. By considering the average cost of hosting per website and examining the number of sites on popular platforms such as Drupal and WordPress, we have obtained the following data:

- **Total Addressable Market (TAM):** An impressive $66.06 billion, reflecting the vast overall market potential.
- **Available Market (SAM):** Valued at $330.5 million, this represents the portion of the market that can be realistically targeted.

- **Serviceable Obtainable Market (SOM):** A substantial $51.8 million, signifying the specific market segment that we have the capability to serve directly.

These figures highlight the incredible growth opportunities available to MonkeysCloud in the software solution industry. With a significant portion of the market being directly serviceable, we are well-positioned to capture a substantial market share and establish ourselves as the go-to solution for web agencies and in-house development teams.

Competition

In the realm of software solutions tailored for web agencies and development teams, a number of prominent competitors emerge. Among them are Jira, Pantheon, and Acquia. Let's take a closer look at how MonkeysCloud compares to these industry leaders.

1. **Jira:** Jira is widely recognized for its issue and project tracking capabilities, making it a go-to choice for teams that prioritize agile methodologies. While Jira excels in task management, it falls short in providing the integrated toolset that MonkeysCloud offers. MonkeysCloud goes beyond task management by seamlessly combining server management and code versioning, delivering a comprehensive solution that sets it apart from the competition. [Source](#)
2. **Pantheon vs. Acquia:** Both Pantheon and Acquia are known for their CMS solutions, with a strong focus on Drupal applications. While they offer robust hosting solutions, MonkeysCloud stands out with its holistic approach. In addition to task management, MonkeysCloud provides advanced code versioning and server configuration capabilities, all seamlessly integrated into one platform. Pantheon is praised for its container-based platform efficiency, while Acquia offers flexibility in building Drupal applications. However, MonkeysCloud takes it a step further by offering a comprehensive solution that covers all aspects of web agency and development team needs. [Source 1](#), [Source 2](#)

What Sets MonkeysCloud Apart?

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- **Integrated Tool:** MonkeysCloud sets itself apart by seamlessly integrating task management, code versioning, and server configurations into a single, powerful platform. Say goodbye to the hassle of juggling multiple tools and platforms.
- **Broad Technology Coverage:** MonkeysCloud recognizes the diverse range of server technologies utilized by agencies and ensures compatibility with all major technologies.
- **Efficiency and Cost Savings:** By streamlining integrations and development processes, MonkeysCloud helps agencies save time and money. This translates to reduced monthly fees and increased efficiency.
- **Google Cloud Partnership:** As a result of our collaboration with Google Cloud, we are proud to offer free licenses for development purposes, further enhancing our value proposition.
- **Cost Reduction:** We are committed to actively contributing to cost savings for our clients. In addition to our free licenses, our comprehensive monitoring and optimization capabilities help agencies further reduce costs.

In the highly competitive landscape of software solutions for web agencies and development teams, MonkeysCloud stands out as the superior choice. While platforms like Jira, Pantheon, and Acquia offer specialized solutions, MonkeysCloud's holistic approach, combined with its cost-saving measures and comprehensive monitoring, make it the ideal solution for agencies and teams looking to maximize their potential.

Why Us?

Company Overview: MonkeysCloud

At MonkeysCloud, we go above and beyond being a mere software solution provider. We have cultivated a strong foundation based on a diverse range of skills, extensive experience, and an in-depth understanding of the industry's intricacies.

Key Differentiators:

1. **Skills & Experience:** Our team possesses a wealth of hands-on experience in software development and project management. This expertise guarantees that our solutions are not only innovative but also highly practical.
2. **Subject-Matter Expertise:** By assembling a team of experts from various domains, we have fostered a deep comprehension of the unique challenges faced by web agencies and development teams. This allows us to tailor our solutions to best address these specific needs.
3. **Business Acumen:** Our strategic approach to business extends beyond product development. We prioritize understanding market dynamics, ensuring our solutions are always relevant and competitive.
4. **Innovative Spirit:** Innovation lies at the core of everything we do at MonkeysCloud. Our relentless pursuit of excellence has resulted in the creation of distinctive features that truly set us apart in the market.
5. **Industry Connections:** Through our robust network within the industry, including our esteemed partnership with Google Cloud, we are constantly aligned with the latest trends. This empowers us to provide our clients with unparalleled advantages.
6. **Key Advisors:** Our advisory board comprises industry veterans with extensive knowledge and valuable insights. They guide our strategic decisions and ensure that we remain at the forefront of the industry.
7. **Dedicated Team:** Our team is our most valuable asset. Their unwavering dedication, passion, and commitment to excellence guarantee that our clients consistently receive top-notch solutions.

In conclusion, while the market presents vast opportunities, what truly distinguishes MonkeysCloud as the ultimate choice is our comprehensive fusion of expertise, innovation, and industry insights. We don't simply offer a product; we provide a partnership that guarantees success in the ever-evolving landscape of software solutions.

Expectations

Forecast

Financial Goals Overview:

Our financial blueprint has been meticulously crafted to showcase our unwavering commitment to sustainable growth and our deep understanding of the key SaaS metrics that drive our industry forward.

Pricing Structure:

1. **Professional:** Our Professional package is competitively priced at $115.00, offering exceptional value for our customers.
2. **Performance Small**: The Performance Small package is priced at $290, providing advanced features and capabilities for businesses of all sizes.

Revenue Projections:

1. **First Year:** In our first year, we project sales of 800,000 units. To effectively penetrate the market, we are strategically offering our Professional package at a discounted half price of $115, widening our customer reach.
2. **Second Year:** Sales are projected to reach an impressive 2,000,000 units, reflecting the strong demand for our solutions.
3. **Third Year:** Looking ahead to our third year, we anticipate sales of 5,000,000 units, showcasing the rapid growth potential of our business.
4. **Fourth Year:** By our fourth year, we have set ambitious goals to achieve sales of 11,000,000 units, solidifying our position as a market leader.

Profitability & Strategy:

Our revenue model is centered around flexible monthly or annual packages, with the convenience of automatic payments facilitated through our trusted partner, Stripe. To gain a significant competitive edge, we are introducing our Professional package at a promotional half price during the initial phase, enticing customers with exceptional value.

Key SaaS Metrics:

1. **Customer Retention Rate:** We take great pride in our high customer retention rate of 80%, which attests to the exceptional product fit and unwavering customer satisfaction we consistently deliver.

2. **Total Revenue Churn:** Our impressive churn rate of only 4% demonstrates our ability to not only retain customers but also attract new ones, resulting in sustainable revenue growth.
3. **Customer Lifetime Value (CLV):** Over a span of four years, our average CLV stands at an impressive $3,9K, highlighting the long-term value we generate from each customer relationship.
4. **Customer Acquisition Cost (CAC):** Our CAC is a competitive $1,2K, reflecting our strategic investments in acquiring each new customer and driving business growth.
5. **CAC to CLV Ratio:** With a healthy ratio of $2,9K, we have achieved a fine balance between acquisition costs and the long-term value derived from each customer, ensuring a sustainable and profitable business model.

In Conclusion:

At MonkeysCloud, we are not only poised for remarkable revenue growth but also strategically aligned with industry-best SaaS metrics. Our unwavering commitment to our financial goals, coupled with our deep understanding of key performance indicators, firmly positions us as a formidable player in the dynamic software solutions landscape. We invite stakeholders to delve deeper into our compelling vision, confident in our strategic approach and the immense potential it promises.

Financial Highlights by Year
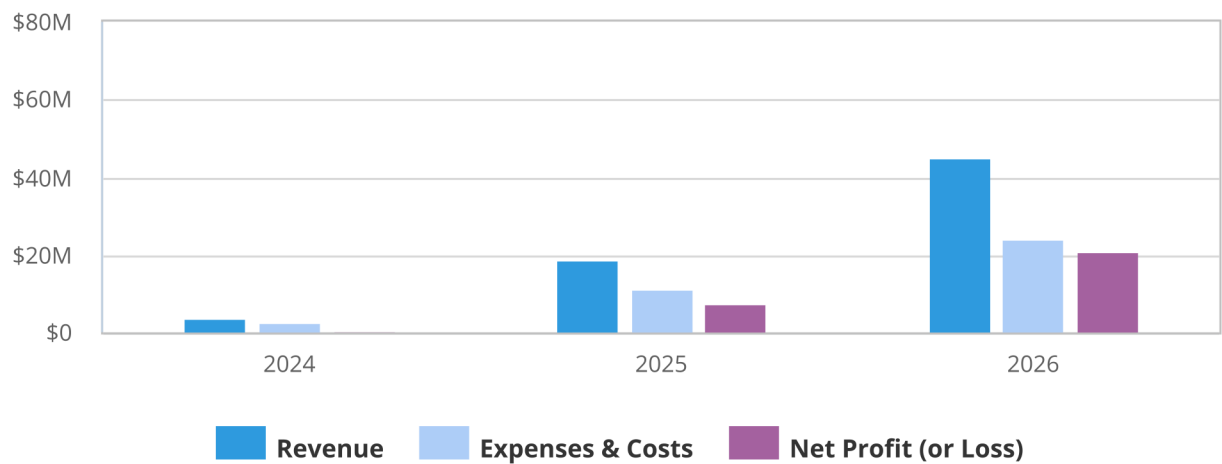
Financing Needed

Opportunity

Problem & Solution

Problem Worth Solving

Absolutely! Let's integrate the broader range of services provided by MonkeysCloud into the narrative:

The Challenge of Scaling Software Projects:

In the intricate realm of software development, agencies and teams grapple with challenges that can stifle their efficiency and growth. These challenges encompass:

1. **Missed Deadlines:** Juggling multiple projects with limited resources often leads to delays due to ambiguous roles and poor task management.
2. **Opaque Project Progress:** Without clear visibility into task statuses, achieving key milestones becomes uncertain.
3. **Resource Misallocation:** A lack of insight into project priorities and timelines results in bottlenecks and wasted resources.
4. **Compromised Quality:** Inadequate planning often forces teams to prioritize speed over quality.
5. **Team Morale:** The chaos of unclear expectations and constant "fire drills" erodes motivation and productivity.
6. **Client Dissatisfaction:** The culmination of these issues can jeopardize long-term client relationships due to delayed deliverables and lack of transparency.

MonkeysCloud: The Comprehensive Solution

MonkeysCloud isn't merely a software tool; it's a multifaceted solution tailored to the unique challenges faced by web agencies and development teams. Our offerings include:

- **WebOps Platform:** Streamlining operations, this platform ensures seamless workflows, from development to deployment, enhancing collaboration and efficiency.
- **Task Manager Software:** Our platform organizes tasks based on milestones, priorities, and workloads, ensuring clarity and accountability for every team member.
- **Version Control Solution:** Safeguarding the integrity of your code, our solution ensures that every change is tracked, facilitating collaboration and reducing errors.
- **Automated Role Assignment:** We suggest team allocations based on skills and availability, eliminating the need for constant micromanagement.
- **Transparent Reporting:** Our dashboard offers a comprehensive view of the project lifecycle, with metrics like burndown charts and progress indicators.
- **Seamless Integration:** MonkeysCloud integrates effortlessly with existing tools, fostering collaboration and efficiency.

In Conclusion:

MonkeysCloud empowers agencies and teams to transcend the challenges of scaling software projects. By offering a holistic suite of tools, from WebOps to version control, we ensure not just project success but also sustainable business growth. With MonkeysCloud, scaling becomes not just feasible, but intuitive and efficient.

Our Solution

Revolutionizing Software Project Scaling: MonkeysCloud's Powerful Solutions

MonkeysCloud understands the intricate challenges that web agencies and development teams encounter when scaling software projects. We have meticulously crafted a comprehensive suite of tools that directly tackles these challenges head-on, empowering businesses with unprecedented efficiency, unwavering quality, and remarkable growth.

1. **Challenge: Missed Deadlines and Unclear Project Progress**
   - **Solution: Task Manager Software**

- Our cutting-edge Task Manager Software organizes tasks based on milestones, priorities, and workloads, ensuring complete alignment among team members. By minimizing uncertainties and enhancing accountability, our software provides a clear roadmap for success, allowing teams to meet deadlines with precision and maintain transparent project progress.

2. **Challenge: Resource Misallocation and Compromised Quality**

- **Solution: WebOps Platform**
    - Our groundbreaking WebOps Platform seamlessly integrates the entire project lifecycle, from development to deployment. By offering a holistic view of project workloads, our platform enables optimal resource allocation. We eliminate bottlenecks and ensure that quality never takes a back seat due to rushed timelines.

3. **Challenge: Code Integrity and Collaboration Hurdles**

- **Solution: Version Control Solution**
    - When it comes to safeguarding the integrity of code, our Version Control Solution is unparalleled. It meticulously tracks every change, no matter how small, reducing the risk of errors and facilitating seamless collaboration. Multiple team members can work on a project simultaneously, effortlessly building upon each other's contributions.

4. **Challenge: Team Morale and Client Dissatisfaction**

- **Solution: Integrated Reporting and Role Assignment**
    - Our forward-thinking approach automates role assignments based on skills and availability, eliminating the chaos of unclear expectations. Transparent reporting, accessible through our intuitive dashboards with key metrics like burndown charts, ensures that both the team and clients remain informed at every step. This unwavering transparency enhances satisfaction on both ends, bolstering team morale and client relationships.

Example Analogy:

Just like a bike rental service solves the problem of expensive and scarce parking near college campuses by providing designated pickup and drop-off locations, MonkeysCloud offers tailor-made solutions to the precise challenges faced in software project scaling. Our suite of powerful tools empowers web agencies and development teams to navigate the complexities of their projects with seamless ease, unrivaled efficiency, and unwavering excellence.

Target Market

Target Market for MonkeysCloud:

MonkeysCloud is the ultimate software tool designed specifically to tackle the complex challenges faced by web agencies and development teams when it comes to scaling software projects. By thoroughly understanding the market, we have identified distinct segments that stand to benefit immensely from our cutting-edge solutions.

1. Web Agencies:

- **Description:** These are dynamic firms that provide a range of web design, development, and maintenance services to diverse clients. With multiple projects on their plates at any given time, web agencies require efficient and streamlined workflows to stay on top of their game.
- **Needs:** Seamlessly managing tasks, gaining clear project visibility, allocating resources with precision, and achieving integrated version control.
- **Size:** Our extensive research indicates that there are approximately 100,000 thriving web agencies that align perfectly with our target profile.

2. In-House Development Teams in Corporates:

- **Description:** In the realm of larger corporations, in-house development teams play a crucial role in spearheading software development for both internal purposes and customer-facing applications.

- **Needs:** These teams require powerful collaboration tools, robust version control mechanisms tailored for larger teams, and streamlined task assignment to avoid duplications and inefficiencies.
- **Size:** Our extensive market research points to approximately 50,000 large corporations with in-house development teams that are eager to embrace our transformative solutions.

3. Startups and Tech Companies:

- **Description:** The vibrant world of startups and tech companies, particularly those operating in the SaaS domain, is characterized by rapid growth and an insatiable need for agile tools to effectively manage and navigate their burgeoning success.
- **Needs:** These ambitious ventures are in search of scalable solutions that can effortlessly scale alongside their own growth. Integrated tools that eliminate the hassles of platform hopping and provide clear and concise reporting for stakeholders are also a top priority.
- **Size:** Astonishingly, our research indicates that there are approximately 150,000 startups and tech companies that meet our stringent target criteria.

Understanding the Needs:

To truly grasp the needs of our target market, let's draw an analogy to a fitness center. Just as urban professionals require quick workout sessions during their lunch breaks, web agencies need our efficient task management system to handle the demands of multiple clients. In a similar vein, just as retired businesspeople seek a regular meeting place, in-house development teams require our powerful collaboration tools to streamline their intricate workflows. And, much like students who prioritize flexible timings, startups crave our scalable solutions that effortlessly adapt to their ever-evolving growth.

Market Opportunity:

When we assess the combined potential of these distinct market segments, we are presented with a staggering market opportunity of approximately 300,000 potential customers. By fully comprehending their unique needs and challenges, we

can tailor our offerings to perfection and ensure MonkeysCloud solidifies its position as the undisputed go-to solution for all software project scaling needs.

Competition

Current Alternatives

Competitive Landscape for MonkeysCloud's Offerings:

The world of WebOps platforms and task management software is filled with numerous players offering a variety of solutions. Let's take a closer look at the competitive landscape:

1. WebOps Platforms:

- **Sanity:** A platform that provides structured content solutions, allowing teams to effortlessly manage and distribute digital content.
- **Pantheon:** A WebOps platform that empowers marketers and developers to create and expand websites on the open web. Learn more about Pantheon
- **Cloudways, Storyblok, Webflow, Plesk, Contentful:** These platforms offer diverse WebOps solutions, ranging from content management to website deployment and scalability. Source

2. Task Management Software:

- **Smartsheet:** A platform for efficient work management and automation.
- **Trello and Asana:** Popular task management tools that provide visual boards for project tracking.
- **ClickUp and monday.com:** Comprehensive project management platforms with a wide range of features for team collaboration.
- **Basecamp, Wrike, Airtable:** These tools offer solutions for task management, project planning, and team collaboration. Source

3. Version Control and Development Platforms:

- **GitHub and GitLab:** Widely used platforms for code hosting and version control.
- **Docker, Kubernetes, Ansible:** Tools and platforms for containerization, orchestration, and automation.
- **Opsera, Octopus Deploy:** These platforms provide solutions for continuous integration and continuous deployment (CI/CD). [Source](#)

Why Customers Might Choose Competitors:

- **Established Reputation:** Platforms like GitHub, Trello, and Pantheon have been in the market for a significant amount of time and have earned a strong reputation.
- **Integration Capabilities:** Some platforms offer extensive integrations with other tools, making them appealing to teams already using those tools.
- **Pricing Models:** Depending on their budget, some teams may opt for platforms that offer freemium models or competitive pricing.

Addressing Traditional Solutions:

While MonkeysCloud offers innovative solutions, it's important to acknowledge that many potential customers may still be employing traditional methods such as manual task tracking or legacy systems. Our challenge, similar to Ford's introduction of the Model T, is to highlight the advantages of our solutions over these traditional methods and drive adoption.

In conclusion, despite the vastness of the competitive landscape, MonkeysCloud's unique selling propositions and comprehensive solutions position it favorably in the market. By recognizing our competitors and understanding their strengths, we can refine our offerings and strategies for optimal success.

Our Advantages

MonkeysCloud's Unrivaled Advantages Over Competitors

When it comes to our competitors, MonkeysCloud doesn't just offer solutions. We go above and beyond to deliver unparalleled value to our customers. Let's take a closer look at the key advantages that set us apart:

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1. Surpassing Traditional WebOps Platforms (e.g., Pantheon, Cloudways):

- **An All-In-One Powerhouse:** While other platforms focus on only one aspect, MonkeysCloud offers a comprehensive suite that combines WebOps, task management, and version control. We bring the whole package to the table.
- **Unbeatable Cost Efficiency:** Our platform is designed to eliminate the need for multiple subscriptions, saving our customers money while providing top-notch value.
- **Seamless Integration, Seamless Success:** MonkeysCloud effortlessly integrates with existing tools, minimizing the learning curve and transition time. We ensure a smooth and efficient workflow from day one.

2. Surpassing Task Manager Software (e.g., Trello, Asana):

- **Designed Exclusively for Developers:** Our task manager is tailor-made for web agencies and development teams, meeting their unique needs more effectively than generic solutions ever could.
- **Automated Role Assignment for Optimal Efficiency:** Gone are the days of micromanagement. MonkeysCloud automates role assignments, ensuring optimal resource allocation without the need for manual intervention.
- **Unparalleled Transparency:** Our dashboard provides a comprehensive view of the project lifecycle, offering insights and reporting that generic task managers simply can't match.

3. Surpassing Version Control Platforms (e.g., GitHub, GitLab):

- **A Holistic Approach to Development:** MonkeysCloud goes beyond version control, seamlessly integrating development processes with task management and WebOps. We provide a unified and streamlined experience.
- **Enhanced Collaboration, Empowered Teams:** Our platform fosters collaboration, empowering multiple team members to work simultaneously without interfering with each other's contributions. We maximize productivity and teamwork.

4. Surpassing Traditional Methods (e.g., manual task tracking, legacy systems):

- **Embrace Digital Transformation:** MonkeysCloud eliminates the inefficiencies associated with outdated methods, revolutionizing how teams operate and boosting overall productivity.
- **Unmatched Scalability:** Our solutions are built to grow alongside your team, ensuring they remain robust and relevant regardless of project size or complexity.

Our Unique Selling Propositions (USPs):

- **Specialized Solutions for Targeted Success:** MonkeysCloud is purpose-built for web agencies and software development teams, offering tailored solutions that perfectly align with their specific requirements.
- **Dedicated Customer Support:** Our team of experts is committed to ensuring a seamless transition and assisting with any challenges along the way. We prioritize our customers' success.
- **Continuous Innovation:** At MonkeysCloud, we are at the forefront of industry needs. We continuously improve our platform, staying ahead of the curve and providing our users with cutting-edge features and functionality.

An Illustrative Analogy:

Drawing a parallel with the leather-bound notebooks: Just as such notebooks offer the tactile pleasure of handwriting without necessarily being more expensive than digital alternatives, MonkeysCloud offers the tangible benefits of an integrated platform without a premium price tag. While digital note-taking apps might offer convenience, they can't replicate the sensory experience of writing on paper. Similarly, while other platforms might offer specific solutions, they can't match the comprehensive and cost-effective experience of MonkeysCloud.

In essence, MonkeysCloud's advantages lie in its comprehensive approach, tailored solutions, and commitment to delivering superior value to its users, all while maintaining competitive pricing.

Execution

Marketing & Sales

Marketing Plan

MonkeysCloud Marketing and Affiliate Partnership Strategy:

Marketing Plan:

1. Maximizing Marketing Impact:

- **Digital Advertising:** We will strategically utilize targeted online ads on platforms such as Google Ads and LinkedIn, ensuring that our message reaches web agencies and development teams effectively.
- **Email Newsletters:** Our regular engagement with subscribers through informative newsletters will not only keep them updated but also provide them with valuable tips and best practices in the industry.
- **SEO:** By optimizing our website with relevant keywords, we will enhance our organic visibility, ensuring that we are easily discoverable by our target audience.
- **Social Media Outreach:** Through active engagement and targeted advertisements on popular platforms like Twitter, LinkedIn, and Facebook, we will establish a strong presence within the community of web agencies and development teams.
- **Compelling Branding:** Our distinctive logo and branding will be meticulously crafted to resonate with our tech-savvy audience, leaving a lasting impression and reinforcing our brand identity.

2. Captivating Advertising Messaging:

- **Unique Value Proposition:** "MonkeysCloud - Your All-in-One Solution for WebOps, Task Management, and Version Control." This concise and powerful message highlights the comprehensive capabilities of our software, positioning us as the go-to solution for all their project management needs.

- **Unmatched Positioning:** MonkeysCloud stands out as the integrated, cost-effective choice, offering a comprehensive solution without compromising on quality. Our commitment to delivering exceptional value sets us apart from the competition.

3. Seamless Distribution and Pricing:

- **Direct Access:** Customers can conveniently access and purchase our software directly through our user-friendly website. We will also explore potential partnerships with tech platforms to broaden our reach and make our product easily accessible.
- **Secure Payment:** We offer direct payments through trusted channels like Stripe, ensuring that our customers' transactions are safe and secure. With flexible payment options, including one-time purchases and subscription plans, we cater to their diverse needs.
- **Competitive Pricing:** Our competitive packages are designed to accommodate various operational scales, underscoring the cost-effectiveness of our subscription model. By offering unmatched value, we provide our customers with a compelling reason to choose MonkeysCloud.

Affiliate Partnerships:

1. Partner Identification:

- We strategically target influencers, bloggers, industry experts in web development, tech platforms, and software review sites to form impactful affiliations. This ensures that our brand is endorsed by reputable sources and reaches a wider audience.

2. Lucrative Affiliate Program Structure:

- **Commission-Based:** Our affiliates are rewarded with a commission for every successful referral they make, incentivizing them to actively promote MonkeysCloud.
- **Tiered Rewards:** In addition to commissions, we offer enticing bonuses to our top-performing affiliates, further motivating them to excel in their promotional efforts.

- **Exclusive Offers:** We provide our affiliates with unique discounts or offers that they can share with their audience, creating a sense of exclusivity and value for their followers.

3. Support and Resources:

- Our affiliates receive comprehensive support, including marketing materials, promotional content, and customized tracking links. This empowers them to effectively promote MonkeysCloud and track their referrals.
- We invest in regular training and updates for our affiliates, ensuring they are equipped with the latest product knowledge and industry insights. This enables them to communicate the value of MonkeysCloud effectively.

4. Continuous Monitoring and Optimization:

- We employ advanced affiliate management software to track the performance of our affiliates, evaluating referral traffic and revenue metrics. This enables us to make data-driven decisions and continuously optimize our program for maximum impact.
- Regular feedback sessions with our affiliates allow us to gather valuable insights and suggestions for program improvement. By actively involving our partners, we ensure that our affiliate program evolves in line with industry trends and customer needs.

5. Expanding Horizons and Collaboration:

- In addition to our focus on the tech space, we recognize the potential for partnerships beyond our immediate industry. By organizing collaborative content and promotions with top affiliates, we unlock new avenues for growth and diversification.

Summary:

MonkeysCloud's meticulously crafted marketing plan incorporates both direct marketing strategies and strategic affiliate partnerships to maximize our reach and credibility. By combining targeted promotions and collaborative affiliations, we are positioned as the premier choice for web agencies and development teams. With

our comprehensive software solution and unwavering commitment to exceptional value, MonkeysCloud is primed for success in the competitive market.

Sales Plan

MonkeysCloud Sales Strategy:

1. Captivating Lead Nurturing:

- **Initial Contact:** When a prospect shows interest, such as signing up for our newsletter or requesting a demo, our sales team jumps into action. We promptly reach out to them for an initial conversation, where we dive deep into their specific needs and challenges. This allows us to provide tailored solutions that truly address their requirements.
- **Personalized Demonstrations:** Building on the insights gained during the initial discussion, we go the extra mile to deliver customized demonstrations. We take their unique requirements into account and show them exactly how MonkeysCloud can revolutionize their business operations.
- **Continuous Follow-Up:** Our commitment to customer engagement goes beyond the initial conversation. We schedule regular check-ins to address any questions or concerns the prospect might have. By keeping them informed and involved, we foster lasting relationships.

2. Dynamic Sales Team Structure:

- **Exceptional Staffing:** Our sales team comprises highly skilled Account Managers, who excel in nurturing leads and maintaining strong relationships. Additionally, our Sales Representatives are dedicated to acquiring new leads and engaging in meaningful initial discussions. Together, they form an unstoppable force.
- **Ongoing Training:** To guarantee that our sales team is always ahead of the game, we conduct regular training sessions. These sessions equip them with the latest product enhancements, industry trends, and effective sales techniques. We empower our team to deliver exceptional results.

3. Lucrative Commission and Incentives:

- **Unmatched Commission Structure:** We value the hard work and dedication of our sales team members. That's why we provide them with a competitive base salary, complemented by enticing commissions for each successful sale. This ensures they are consistently motivated to convert leads into satisfied, paying customers.
- **Rewards for Excellence:** Exceptional performance deserves exceptional recognition. We believe in acknowledging the outstanding efforts of our top-performing sales representatives. As a token of appreciation, they may receive additional bonuses or incentives that reflect their stellar achievements.

4. Strategic Sales Territories and Quotas:

- **Efficient Territories:** To maximize our reach and impact, we strategically divide our target market into specific territories. We assign these territories to our sales representatives based on their expertise and wealth of experience. This ensures that each region receives unparalleled support and attention.
- **Achievement-Oriented Quotas:** We believe in setting the bar high for success. Each of our dedicated sales representatives is entrusted with a monthly or quarterly quota. This drives a culture of consistent effort and leads to impressive conversion rates, ultimately propelling our growth.

5. Key Sales Activities:

- **Proactive Prospect Engagement:** We don't wait for opportunities to come knocking. Our sales team actively reaches out to potential leads who can benefit significantly from the power of MonkeysCloud.
- **Strategic Networking:** We immerse ourselves in industry events, conferences, and seminars to connect with potential customers. By engaging directly with industry leaders, we gain valuable insights into evolving needs and emerging trends.
- **Industry Alliances:** Staying at the forefront of our field requires collaboration. We join relevant associations to forge partnerships and foster connections with potential leads. This allows us to continuously expand our network and explore new growth opportunities.

- **Nurturing Existing Customer Relationships:** Our dedication extends to our existing customers as well. We regularly check in with them to ensure their satisfaction and identify opportunities for upselling or referrals. By nurturing these relationships, we foster a community of loyal brand advocates.
- **Influential Thought Leadership:** We don't just follow industry trends; we set them. Establishing MonkeysCloud as a trusted industry leader is our priority. We achieve this through hosting captivating webinars, publishing thought-provoking articles, and actively participating in engaging panel discussions.
- **Harnessing the Power of Referrals:** Our satisfied customers are our greatest ambassadors. We actively encourage them to refer MonkeysCloud to their peers and colleagues. To express our gratitude, we offer incentives for successful referrals, creating a win-win situation for everyone involved.

6. Seamless Payment and Order Tracking:

- **Convenient Payment Methods:** We understand the importance of flexibility in payment options. That's why we accept various methods, including credit/debit cards, bank transfers, and digital wallets. Our secure platforms, such as Stripe, ensure hassle-free transactions that prioritize our customers' peace of mind.
- **Empowering Order Tracking Tools:** Transparency is key. We provide our customers with a user-friendly dashboard where they can effortlessly track their order status, review their payment history, and monitor their service usage. This level of visibility empowers them and strengthens their trust in our services.

Summary:

MonkeysCloud's sales strategy is a force to be reckoned with. We combine the art of captivating lead nurturing with a dynamic sales team structure. Our unmatched commission and incentives keep our sales team motivated to exceed expectations. By strategically dividing sales territories and setting achievement-oriented quotas, we ensure unparalleled support and consistent growth. Our key sales activities, ranging from proactive prospect engagement to thought leadership initiatives, establish MonkeysCloud as a trailblazing industry leader. Finally, our commitment to seamless payment and order tracking solidifies our customers' trust in our

brand. Together, these elements drive our mission to efficiently convert prospects into loyal customers.

Operations

Locations & Facilities

MonkeysCloud's Prime Location in Downtown Denver's Vibrant RiNo Zone:

MonkeysCloud is strategically positioned in the heart of the RiNo (River North Art District) zone in downtown Denver. This coveted location serves as our bustling headquarters, providing ample space for seamless operations, collaborative team endeavors, and engaging client meetings. Our office has been thoughtfully designed to cultivate an atmosphere of boundless creativity and relentless innovation, perfectly aligned with our company's ethos and the dynamic energy of the RiNo district.

Unparalleled Benefits of Our Strategic Location:

1. **A Thriving Economic Powerhouse:** Downtown Denver, particularly the RiNo zone, stands as a visionary force, rapidly emerging as one of the most influential economic centers in the nation. [Source](#)
2. **Immersed in Urban Charm:** The RiNo district is celebrated for its distinctive fusion of urban allure with an industrious renaissance. Historic warehouses and factories have been expertly repurposed, infusing the district with character and magnetism. This captivating backdrop perfectly resonates with our brand's spirit of innovation. [Source](#)
3. **A Hub of Creativity:** RiNo nurtures a vibrant community of visionary artists, designers, and burgeoning enterprises, transforming it into a dynamic hub of creativity and breakthrough ideas. Our presence in this thriving environment allows us to tap into a wellspring of talent and inspiration. [Source](#)
4. **Unbeatable Accessibility:** Our central location ensures effortless access for both our esteemed team members and cherished clients. The development of Brighton Boulevard, which traverses RiNo, has significantly enhanced infrastructure, empowering businesses and visitors with unmatched convenience. [Source](#)

Catering to Our Future Growth: As MonkeysCloud blossoms and flourishes, our current location offers unrivaled flexibility, allowing us to effortlessly expand within the same vibrant vicinity. This ensures that we remain firmly entrenched in the beating heart of Denver's thriving tech and creative hub.

In essence, our prime location in the RiNo zone of downtown Denver catapults us into the epicenter of boundless creativity, relentless innovation, and boundless possibilities. Above all, it provides us with unparalleled strategic advantages, encompassing accessibility, visibility, and limitless growth potential.

Technology

MonkeysCloud's Technology Stack:

Software and Development Frameworks:

1. **SailsJs:** An MVC framework for Node.js, SailsJs allows us to build custom, enterprise-grade Node.js apps. It offers data-driven APIs out of the box, making it easier to integrate with databases and other systems.
2. **ReactJs:** A JavaScript library for building user interfaces, ReactJs enables us to create reusable UI components, ensuring a consistent and responsive user experience across our platform.
3. **NodeJs:** An open-source, cross-platform JavaScript runtime environment, NodeJs allows us to execute JavaScript code outside of a browser, making it essential for backend development.
4. **Golang:** Known for its performance and efficiency, Golang (or Go) is a statically typed, compiled language that helps us build scalable and reliable software.
5. **Docker:** A platform used for developing, shipping, and running applications inside containers, Docker ensures that our software runs consistently across different environments.
6. **Kubernetes:** An open-source container orchestration platform, Kubernetes automates the deployment, scaling, and management of containerized applications, ensuring high availability and fault tolerance.

7. **Elasticsearch:** A search and analytics engine, Elasticsearch allows us to store, search, and analyze vast amounts of data quickly and in near real-time, enhancing the user experience on our platform.
8. **Microservices:** An architectural style that structures an application as a collection of services, microservices ensure that each service is highly maintainable, testable, and independently deployable.

Cloud Infrastructure:

- **Google Cloud Partnership:** Leveraging the power and scalability of Google Cloud, we ensure that our services are always available, scalable, and secure. This partnership also provides us with access to a suite of powerful tools and services that enhance our platform's capabilities.

Sales and Marketing Tools:

- **HubSpot:** A comprehensive platform for sales, marketing, and customer service, HubSpot allows us to manage our leads, nurture them through the sales funnel, and provide post-sales support efficiently.

Summary:

MonkeysCloud utilizes a robust and modern technology stack to ensure that our platform is scalable, reliable, and user-friendly. By integrating industry-leading software and development frameworks, we can address the unique challenges of our target market and deliver unparalleled value to our users.

Equipment & Tools

Transferring Services from Google Cloud to Our Own Datacenter: Unlocking the Potential of Exponential Growth

Advantages:

1. **Cost Efficiency:** By owning and operating our own data center, we can achieve long-term cost savings, especially for large-scale operations. This

allows us to allocate resources more effectively and maximize our profitability.

2. **Complete Control:** With an in-house data center, we have full control over the infrastructure, enabling us to customize configurations and swiftly address any issues. This empowers us to deliver impeccable service to our clients.

3. **Data Security:** Our own data center ensures that we have direct oversight of security protocols, safeguarding sensitive data in line with our rigorous standards. We prioritize the privacy and confidentiality of our clients' information.

4. **Optimized Performance:** By tailoring our setup to our specific needs, we can optimize performance for different applications. This ensures a seamless and superior user experience, enhancing our reputation and attracting more customers.

5. **Compliance and Regulations:** For businesses that must comply with stringent data residency or regulatory requirements, our own data center simplifies adherence and enhances our credibility as a trusted service provider.

Considerations:

1. **Initial Setup Investment:** Building and establishing a data center involves a significant upfront cost. As a rule of thumb, the cost ranges from $600 to $1,100 per gross square foot or $7 million to $12 million per megawatt of commissioned IT load. However, this initial investment sets the foundation for future growth and financial advantages.

2. **Ongoing Maintenance:** Unlike cloud providers, an in-house data center requires continuous maintenance, regular updates, and potential hardware replacements. The average annual operating cost for a large data center is estimated to be between $10 million and $25 million, reflecting the commitment and resources required to ensure uninterrupted operations.

3. **Scalability:** While cloud providers offer rapid scalability, expanding an in-house data center may necessitate additional hardware acquisitions and setup time. However, the ability to scale on our terms allows us to meet the increasing demands of our growing customer base.

4. **Resource Allocation:** Managing a data center demands dedicated personnel to oversee its operation, maintenance, and security. We are committed to assembling a skilled team that ensures the smooth functioning of our data center, guaranteeing the reliability and availability of our services.
5. **Redundancy and Disaster Recovery:** Cloud providers often operate multiple data centers across different locations to ensure data redundancy. For our in-house setup, achieving the same level of redundancy may require additional investment. However, this investment is crucial to uphold our commitment to data protection and disaster recovery.

Our Vision for the Future: At MonkeysCloud, we proactively monitor our growth trajectory. In the event of exponential expansion in our service offerings and customer base, transitioning from Google Cloud to our own data center represents a strategic step. This decision is driven by the immense benefits of cost savings, enhanced control, and customized performance. While we embrace the exciting prospects of growth, we recognize the associated challenges, particularly the financial implications. As such, meticulous planning and execution will be paramount to ensure a seamless transition and continued excellence in serving our expanding clientele.

Milestones & Metrics

Milestones Table

Milestone	Due Date
Release Monkeys Cloud	October 15, 2024

Key Metrics

MonkeysCloud key metrics revolve around the following:

- Client acquisition: The number of new clients secured each month and quarter. The target is 100 new clients per month within the first year.

- Client retention: The percentage of clients retained each month and quarter. The target is 95% client retention rate within the first year.
- Sales revenue: Monthly and quarterly sales revenue from clients. The target is $230,000.00 in monthly sales revenue in the end of the first year.
- Profit margin: Monthly and quarterly profit margins. The target is 25% profit margins within the first year.
- Team utilization: The percentage of hours logged by each team member. The target is 85% utilization rate within the first year.

These key metrics will be analyzed regularly to measure the performance and growth of MonkeysCloud. They will be used to make data-driven decisions to improve operations, better meet client needs and scale the business.

MonkeysCloud will track key metrics through its project management software and client relationship management (CRM) system. Metrics will be reviewed monthly by the leadership team and quarterly by the board of directors.

Company

Overview

MonkeysCloud is structured as a dynamic Limited Liability Company (LLC), combining operational flexibility with the added advantage of limited liability protection for its owner. Meet Jorge Peraza, the visionary leader and sole owner of MonkeysCloud. With a 100% stake in the company, Jorge is the driving force behind the realization of our ambitious vision, strategic initiatives, and flawless execution. His multifaceted responsibilities span across every facet of the business, from shaping the company's forward trajectory to meticulously overseeing its day-to-day operations.

Team

Management Team Overview

MonkeysCloud is guided by a formidable management team that seamlessly blends industry expertise, entrepreneurial spirit, and a deep understanding of the WebOps platform domain. Here's a detailed look at the key members:

1. **Jorge Peraza**:
   - **Role:** Founder & CEO
   - **Skills & Experience:** Jorge is a seasoned Software Engineer with an unwavering commitment to crafting user-centric solutions that amplify resource management and simplify processes. With an impressive 18-year career trajectory, Jorge has spearheaded numerous successful projects for Fortune 500 entities, gaining recognition for his profound technical prowess and meticulous attention to detail. Beyond his professional endeavors, Jorge is a voracious reader with a keen interest in innovation, a mentor dedicated to helping others realize their utmost potential, and an inventor with a penchant for devising novel solutions to everyday challenges. His dedication to creativity and problem-solving remains steadfast, both in his professional and personal spheres.

- **Contribution:** Jorge's vision for MonkeysCloud is rooted in his extensive industry experience and understanding of market needs. He oversees the company's strategic direction, ensuring alignment with market demands and future trends. His leadership fosters a culture of innovation and continuous improvement.
- **Unique Strength:** Jorge's blend of technical expertise, leadership skills, and entrepreneurial mindset positions him uniquely to steer MonkeysCloud towards success.

2. **Silvia Jiménez Peraza:**

- **Role:** Chief Operating Officer (COO)
- **Skills & Experience:** As reflected in her LinkedIn profile, Silvia offers expertise in areas such as operations management, team leadership, and business development.
- **Contribution:** As the COO, Silvia plays a pivotal role in optimizing operations, ensuring MonkeysCloud consistently delivers value to its clientele. Her management approach emphasizes efficiency, collaboration, and a client-centric ethos.
- **Unique Strength:** Silvia's industry insights, coupled with her adeptness in team and project management, render her an invaluable asset to MonkeysCloud. Her capability to bridge strategy with execution ensures the company's objectives are met with precision.

Together, Jorge and Silvia form a dynamic leadership duo, complementing each other's strengths. Their combined expertise ensures MonkeysCloud is not only attuned to current market needs but is also primed for future growth and innovation. Their leadership is anchored in a deep industry understanding, a commitment to excellence, and a forward-looking vision. Given the market opportunity identified, this team is perfectly poised to capitalize on it, positioning MonkeysCloud as a frontrunner in the WebOps platform arena.

Financial Plan

Forecast

Key Assumptions

MonkeysCloud Financial Forecast Narrative:

MonkeysCloud is more than just a software tool – it's a game-changer for web agencies and teams. With our robust technology stack, agile planning, tracking, and testing capabilities, we empower each team member to deliver successful software project releases. Our determination to revolutionize the industry is unwavering.

Methodology Behind the Financial Forecast: Our financial forecast is a result of meticulous analysis, strategic projections, and a deep understanding of the market. By blending our past sales data, market research insights, and educated assumptions, we have built a solid foundation for our projections. We have taken into account the conversion rate of visitors to our store and the percentage of them who will become loyal customers.

Growth Assumptions: Our sales income is projected to experience steady growth with notable spikes in certain months. This growth can be attributed to our strategic marketing campaigns, strong partnerships, and continuous improvement of our software tool. We are constantly adapting and evolving to meet the changing needs of our customers.

Key Hires and Notable Expenses: Our team is the backbone of MonkeysCloud. We have allocated resources for key roles such as the Administrative Manager & CEO, Developers with expertise in our technology stack, Marketing Manager, and Sales Executive. Additionally, we understand the value of face-to-face client meetings and team collaborations, which is why we have allocated travel allowances. Our operating costs, including expenses like servers, internet consumption, and lease, are significant but vital for our operations.

Profit Expectations: While there may be months where our expenses slightly exceed our income, it is a deliberate and strategic move. We see these investments

as an opportunity to capture a larger market share and establish MonkeysCloud as a trusted name in the industry. Our focus is on long-term profitability, and by the end of the year, we expect to achieve a positive net flow, demonstrating the success of our venture.

Conclusion: Our financial forecast is more than just numbers – it's a testament to our ambition, strategy, and unwavering belief in the potential of MonkeysCloud. We invite you to delve deeper into our forecast and witness the story of a business that is on the path to success. With the right strategies, investments, and a dedicated team, MonkeysCloud will undoubtedly carve out a prominent place in the market. Join us on this exciting journey and be part of our incredible story!

Revenue by Month

Expenses by Month

Legend: Direct Costs, Expenses
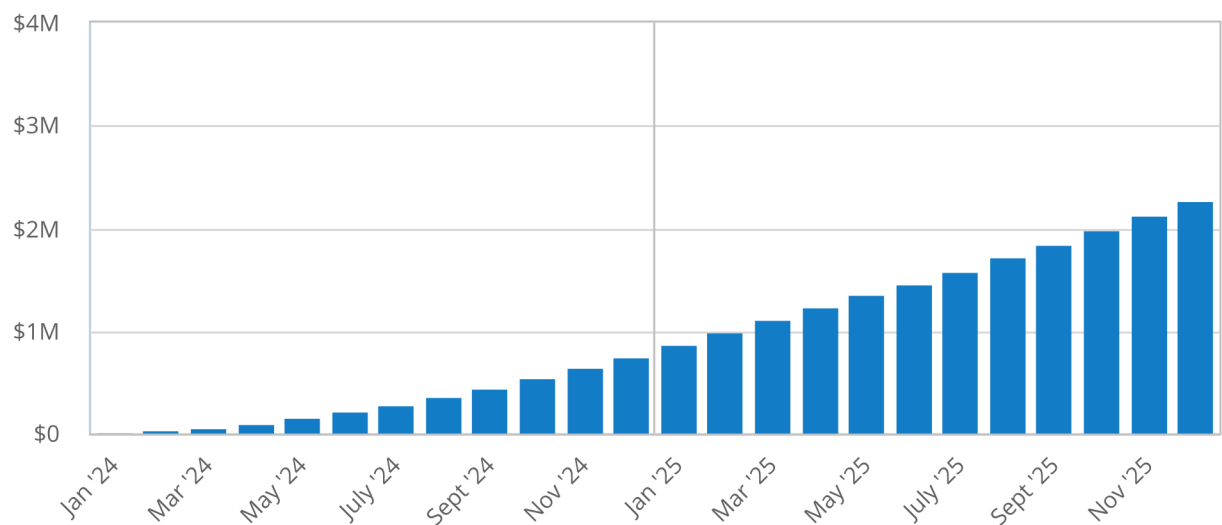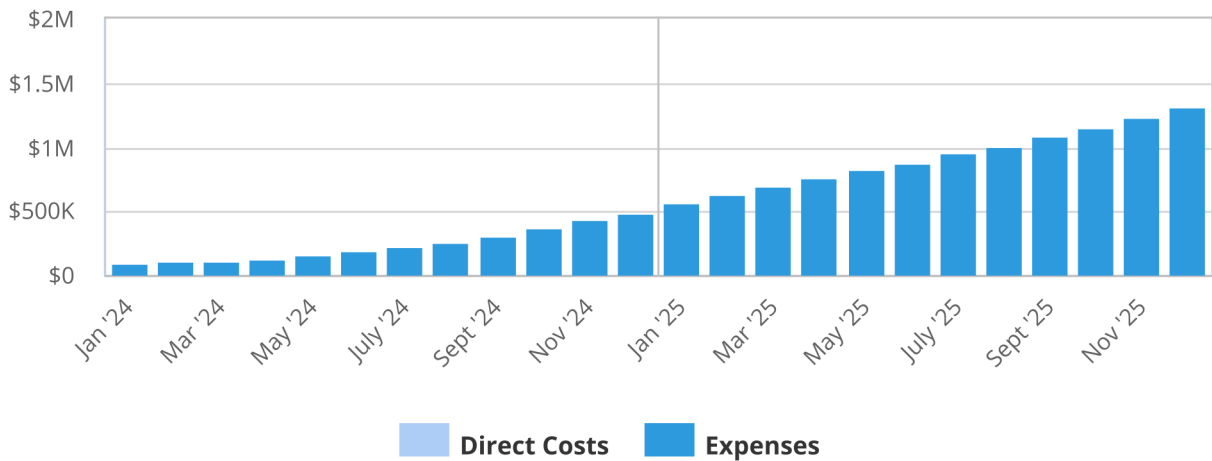
Net Profit (or Loss) by Year
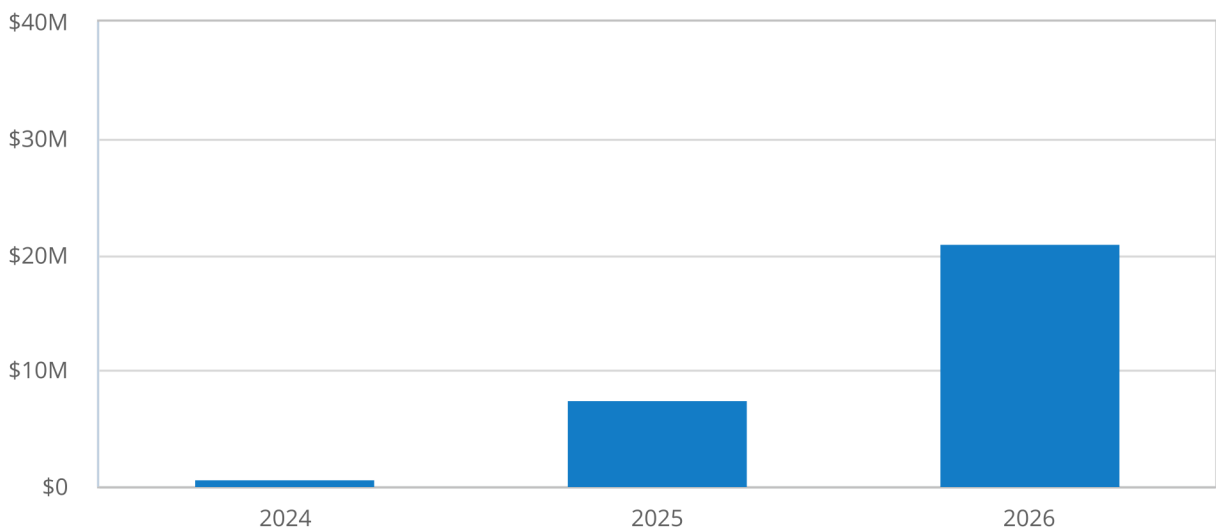
Financing

Use of Funds

Financing and Fund Allocation for MonkeysCloud's Launch

As MonkeysCloud prepares for its highly anticipated launch, we have successfully reached 75% of our project milestones and finalized our app. Now, we are shifting our primary financial focus to capital work, marketing, and sales strategies. Here is a concise breakdown of how we plan to allocate the $1,000,000 we aim to secure:

1. **Capital Work:**
   - **Refinements:** Despite the app's completion, we recognize the importance of continuous improvement. Anticipating last-minute tweaks, UI enhancements, and potential feature additions based on beta feedback, we are committed to refining the app to perfection.
   - **Quality Assurance:** To ensure a flawless and user-friendly experience, rigorous testing is essential. We will invest in both automated and manual testing to eliminate any bugs and guarantee a seamless app.
2. **Marketing & Launch Initiatives:**

   - **Brand Building:** We understand the significance of creating brand awareness. A significant portion of the funds will be dedicated to comprehensive digital ad campaigns, PR activities, engaging social media drives, and collaborations with industry influencers to amplify our presence.
   - **Engagement Events:** To introduce potential clients to the power of MonkeysCloud, we have planned webinars, virtual launch showcases, and even on-ground events. These initiatives will help us forge meaningful connections and foster strong relationships.
   - **Content Strategy:** Crafting informative content is crucial in showcasing MonkeysCloud's remarkable features and advantages. We will invest in creating compelling blogs, captivating videos, and practical tutorials to educate and engage our target audience.

3. **Sales Strategy:**

- **Team Augmentation:** Building a robust sales team is key to our success. We will onboard and train skilled professionals who excel at articulating MonkeysCloud's value proposition to potential clients. Their expertise will ensure effective communication and drive conversions.
- **Sales Infrastructure:** To streamline our lead management and sales tracking processes, we will allocate funds to state-of-the-art tools, including CRM systems. These tools will empower our sales team to efficiently manage and nurture leads.
- **Continuous Learning:** We recognize the importance of staying ahead of evolving market dynamics. Through periodic training, we will equip our sales team with the latest product knowledge and market insights, enabling them to adapt and excel.

4. **Infrastructure & Hosting:**

- **Google Cloud Commitment:** We have chosen Google Cloud as our trusted hosting platform for its reliability and scalability. To ensure seamless operations and the ability to accommodate future growth, a dedicated fund will cover our hosting expenses.

5. **Contingency Reserve:**

Recognizing the inherent uncertainties associated with app launches, we believe it is essential to set aside a contingency budget. This reserve will serve as a safety net, enabling us to navigate unexpected challenges and seize sudden opportunities that may arise post-launch.

In summary, our meticulously planned quest for $1,000,000 in financing is geared towards ensuring a triumphant launch and establishing MonkeysCloud as a leading name in the WebOps platform arena. With a solid foundation and a clear vision, we are determined to make a lasting impact and empower web agencies and teams worldwide with our innovative software tool.

Sources of Funds

Financing Plans for MonkeysCloud

MonkeysCloud's journey has been primarily fueled by our own capital, reflecting our deep commitment and belief in the project. As we approach the final stages of development and prepare for the launch, our financing needs have evolved. Here's a detailed breakdown of our financing plans:

1. **Personal Investment:**
   - **Details:** A significant portion of the initial funding for MonkeysCloud has come directly from our own pockets. This personal investment has been instrumental in getting the project to its current stage, showcasing our dedication and confidence in the venture.
   - **Purpose:** This capital has been primarily utilized for the initial development of the app, infrastructure setup, and preliminary market research.
2. **Seeking External Financing:**

   - **Details:** While we've made significant progress with our own capital, the final stages of app development, its release, and the subsequent marketing campaigns require additional funding.
   - **Purpose:** The funds will be allocated to:
     - Finalizing the app development and addressing any last-minute enhancements.
     - Launching comprehensive marketing campaigns to create brand awareness and drive initial user acquisition.
     - Ensuring we have adequate working capital to support the operations post-launch, especially during the initial phase when the user base is growing.
     - Strengthening our marketing strategies, including digital advertising, PR efforts, and other promotional activities.

3. **Future Financing Plans:**

   - **Details:** While the specifics are yet to be finalized, we are actively exploring various financing options, including business loans and potential equity investments.

- **Timeline:** We anticipate finalizing our future financing strategies in the coming months, ensuring that MonkeysCloud has the necessary capital to scale and thrive.

In summary, our financing strategy is a blend of personal investment and external financing. This approach ensures that MonkeysCloud has the financial stability and resources to successfully navigate the challenges of launching a new product in the market and achieving sustainable growth.

Statements

Projected Profit and Loss

	2024	2025	2026
Revenue	**$3,663,902**	**$18,602,043**	**$44,940,871**
Direct Costs			
Gross Margin	$3,663,902	$18,602,043	$44,940,871
Gross Margin %	**100%**	**100%**	**100%**
Operating Expenses			
Salaries & Wages	$916,000	$1,757,700	$1,587,600
Employee Related Expenses	$183,200	$351,540	$317,520
Office Supplies (e.g. Paper, Pens, Pencils)	$1,200	$1,200	$1,200
Internet Service	$900	$900	$900
Office Space Rent	$240,000	$240,000	$240,000
Domain Name Registration	$200	$200	$200
Technology (e.g. Computers, Software Licenses)	$20,000	$20,000	$20,000
Google Cloud	$1,282,366	$6,510,715	$15,729,305
Marketing and Sales	$73,278	$372,041	$898,817
Total Operating Expenses	**$2,717,144**	**$9,254,296**	**$18,795,542**
Operating Income	**$946,758**	**$9,347,747**	**$26,145,329**
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	$189,352	$1,869,549	$5,229,066
Total Expenses	**$2,906,496**	**$11,123,845**	**$24,024,608**
Net Profit	**$757,406**	**$7,478,198**	**$20,916,263**

Net Profit / Sales	21%	40%	47%

Projected Balance Sheet

	Starting Balances	2024	2025	2026
Cash		$1,920,533	$9,908,871	$31,781,905
Accounts Receivable		$0	$0	$0
Inventory				
Other Current Assets				
Total Current Assets		**$1,920,533**	**$9,908,871**	**$31,781,905**
Long-Term Assets				
Accumulated Depreciation				
Total Long-Term Assets				
Total Assets		**$1,920,533**	**$9,908,871**	**$31,781,905**
Accounts Payable		$0	$0	$0
Income Taxes Payable		$163,127	$673,267	$1,630,038
Sales Taxes Payable		$0	$0	$0
Short-Term Debt				
Prepaid Revenue	$0	$0	$0	$0
Total Current Liabilities	**$0**	**$163,127**	**$673,267**	**$1,630,038**
Long-Term Debt				
Long-Term Liabilities				
Total Liabilities	**$0**	**$163,127**	**$673,267**	**$1,630,038**
Paid-In Capital		$1,000,000	$1,000,000	$1,000,000
Retained Earnings	$0	$0	$757,406	$8,235,604
Earnings		$757,406	$7,478,198	$20,916,263

Total Owner's Equity	$0	$1,757,406	$9,235,604	$30,151,867
Total Liabilities & Equity	$0	$1,920,533	$9,908,871	$31,781,905

Projected Cash Flow Statement

	2024	2025	2026
Net Cash Flow from Operations			
Net Profit	$757,406	$7,478,198	$20,916,263
Depreciation & Amortization			
Change in Accounts Receivable	$0	$0	$0
Change in Inventory			
Change in Accounts Payable	$0	$0	$0
Change in Income Tax Payable	$163,127	$510,140	$956,771
Change in Sales Tax Payable	$0	$0	$0
Change in Prepaid Revenue	$0	$0	$0
Net Cash Flow from Operations	**$920,533**	**$7,988,338**	**$21,873,034**
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received	$1,000,000		
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing	**$1,000,000**		
Cash at Beginning of Period	$0	$1,920,533	$9,908,871
Net Change in Cash	$1,920,533	$7,988,338	$21,873,034
Cash at End of Period	**$1,920,533**	**$9,908,871**	**$31,781,905**

Appendix

Profit and Loss Statement (With Monthly Detail)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Total Revenue	$11,500	$33,925	$66,729	$109,392	$161,423	$222,352	$291,734	$369,147	$454,190	$546,480	$645,656	$751,374
Total Direct Costs												
Gross Margin	$11,500	$33,925	$66,729	$109,392	$161,423	$222,352	$291,734	$369,147	$454,190	$546,480	$645,656	$751,374
Gross Margin %	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Operating Expenses												
Salaries and Wages	$62,000	$62,000	$62,000	$62,000	$62,000	$80,000	$80,000	$80,000	$80,000	$90,000	$98,000	$98,000
Employee Related Expenses	$12,400	$12,400	$12,400	$12,400	$12,400	$16,000	$16,000	$16,000	$16,000	$18,000	$19,600	$19,600
Office Supplies (e.g. Paper, Pens, Pencils)	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100
Internet Service	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75
Office Space Rent	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000
Domain Name Registration	$16	$16	$16	$16	$17	$17	$17	$17	$17	$17	$17	$17
Technology (e.g. Computers, Software Licenses)	$1,666	$1,666	$1,666	$1,666	$1,667	$1,667	$1,667	$1,667	$1,667	$1,667	$1,667	$1,667
Google Cloud	$4,025	$11,874	$23,355	$38,287	$56,498	$77,823	$102,107	$129,202	$158,966	$191,268	$225,980	$262,981

Marketing and Sales	$230	$679	$1,335	$2,188	$3,228	$4,447	$5,835	$7,383	$9,084	$10,930	$12,913	$15,027
Total Operating Expenses	**$100,512**	**$108,809**	**$120,947**	**$136,732**	**$155,985**	**$200,129**	**$225,801**	**$254,443**	**$285,909**	**$332,057**	**$378,352**	**$417,467**
Operating Income	**($89,012)**	**($74,884)**	**($54,218)**	**($27,340)**	**$5,437**	**$22,222**	**$65,933**	**$114,704**	**$168,281**	**$214,424**	**$267,305**	**$333,906**
Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	$0	$0	$0	$0	$0	$0	$0	$0	$26,225	$42,884	$53,461	$66,782
Total Expenses	**$100,512**	**$108,809**	**$120,947**	**$136,732**	**$155,985**	**$200,129**	**$225,801**	**$254,443**	**$312,134**	**$374,941**	**$431,813**	**$484,249**
Net Profit	**($89,012)**	**($74,884)**	**($54,218)**	**($27,340)**	**$5,437**	**$22,222**	**$65,933**	**$114,704**	**$142,056**	**$171,540**	**$213,844**	**$267,124**
Net Profit / Sales	**(774%)**	**(221%)**	**(81%)**	**(25%)**	**3%**	**10%**	**23%**	**31%**	**31%**	**31%**	**33%**	**36%**

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Total Revenue	**$874,805**	**$992,065**	**$1,114,961**	**$1,231,713**	**$1,354,128**	**$1,470,421**	**$1,592,400**	**$1,719,780**	**$1,852,291**	**$1,989,677**	**$2,131,693**	**$2,278,108**
Total Direct Costs												
Gross Margin	$874,805	$992,065	$1,114,961	$1,231,713	$1,354,128	$1,470,421	$1,592,400	$1,719,780	$1,852,291	$1,989,677	$2,131,693	$2,278,108
Gross Margin %	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Operating Expenses												
Salaries and Wages	$121,800	$121,800	$130,200	$140,700	$140,700	$140,700	$151,200	$151,200	$159,600	$159,600	$170,100	$170,100
Employee Related Expenses	$24,360	$24,360	$26,040	$28,140	$28,140	$28,140	$30,240	$30,240	$31,920	$31,920	$34,020	$34,020
Office Supplies (e.g. Paper, Pens, Pencils)	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100
Internet Service	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75
Office Space Rent	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000
Domain Name Registration	$16	$16	$16	$16	$17	$17	$17	$17	$17	$17	$17	$17
Technology (e.g. Computers, Software Licenses)	$1,666	$1,666	$1,666	$1,666	$1,667	$1,667	$1,667	$1,667	$1,667	$1,667	$1,667	$1,667
Google Cloud	$306,182	$347,223	$390,236	$431,100	$473,945	$514,647	$557,340	$601,923	$648,302	$696,387	$746,092	$797,338
Marketing and Sales	$17,496	$19,841	$22,299	$24,634	$27,083	$29,408	$31,848	$34,396	$37,046	$39,794	$42,634	$45,562
Total Operating Expenses	**$491,695**	**$535,081**	**$590,633**	**$646,431**	**$691,726**	**$734,755**	**$792,487**	**$839,618**	**$898,727**	**$949,559**	**$1,014,705**	**$1,068,879**
Operating Income	**$383,110**	**$456,984**	**$524,329**	**$585,282**	**$662,401**	**$735,666**	**$799,913**	**$880,163**	**$953,564**	**$1,040,117**	**$1,116,987**	**$1,209,229**

Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	$76,622	$91,396	$104,866	$117,057	$132,480	$147,133	$159,983	$176,032	$190,713	$208,024	$223,397	$241,846
Total Expenses	**$568,317**	**$626,477**	**$695,499**	**$763,488**	**$824,206**	**$881,888**	**$952,470**	**$1,015,650**	**$1,089,440**	**$1,157,583**	**$1,238,102**	**$1,310,725**
Net Profit	**$306,488**	**$365,588**	**$419,463**	**$468,225**	**$529,921**	**$588,533**	**$639,930**	**$704,131**	**$762,851**	**$832,093**	**$893,590**	**$967,383**
Net Profit / Sales	**35%**	**37%**	**38%**	**38%**	**39%**	**40%**	**40%**	**41%**	**41%**	**42%**	**42%**	**42%**

	2024	2025	2026
Total Revenue	**$3,663,902**	**$18,602,043**	**$44,940,871**
Total Direct Costs			
Gross Margin	$3,663,902	$18,602,043	$44,940,871
Gross Margin %	**100%**	**100%**	**100%**
Operating Expenses			
Salaries and Wages	$916,000	$1,757,700	$1,587,600
Employee Related Expenses	$183,200	$351,540	$317,520
Office Supplies (e.g. Paper, Pens, Pencils)	$1,200	$1,200	$1,200
Internet Service	$900	$900	$900
Office Space Rent	$240,000	$240,000	$240,000
Domain Name Registration	$200	$200	$200
Technology (e.g. Computers, Software Licenses)	$20,000	$20,000	$20,000
Google Cloud	$1,282,366	$6,510,715	$15,729,305
Marketing and Sales	$73,278	$372,041	$898,817
Total Operating Expenses	**$2,717,144**	**$9,254,296**	**$18,795,542**
Operating Income	**$946,758**	**$9,347,747**	**$26,145,329**
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	$189,352	$1,869,549	$5,229,066
Total Expenses	**$2,906,496**	**$11,123,845**	**$24,024,608**
Net Profit	**$757,406**	**$7,478,198**	**$20,916,263**

Net Profit / Sales	21%	40%	47%

Balance Sheet (With Monthly Detail)

	Starting Balances	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Cash		$910,988	$836,104	$781,886	$754,546	$759,983	$782,206	$848,139	$962,843	$1,131,124	$1,319,322	$1,586,627	$1,920,533
Accounts Receivable		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Inventory													
Other Current Assets													
Total Current Assets		**$910,988**	**$836,104**	**$781,886**	**$754,546**	**$759,983**	**$782,206**	**$848,139**	**$962,843**	**$1,131,124**	**$1,319,322**	**$1,586,627**	**$1,920,533**
Long-Term Assets													
Accumulated Depreciation													
Total Long-Term Assets													
Total Assets		**$910,988**	**$836,104**	**$781,886**	**$754,546**	**$759,983**	**$782,206**	**$848,139**	**$962,843**	**$1,131,124**	**$1,319,322**	**$1,586,627**	**$1,920,533**
Accounts Payable		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Income Taxes Payable		$0	$0	$0	$0	$0	$0	$0	$0	$26,225	$42,884	$96,345	$163,127
Sales Taxes Payable		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Short-Term Debt													
Prepaid Revenue	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Current Liabilities	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$26,225**	**$42,884**	**$96,345**	**$163,127**

Long-Term Debt

Long-Term Liabilities

Total Liabilities	$0	$0	$0	$0	$0	$0	$0	$0	$0	$26,225	$42,884	$96,345	$163,127
Paid-In Capital		$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000
Retained Earnings	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Earnings		($89,012)	($163,896)	($218,114)	($245,454)	($240,017)	($217,794)	($151,861)	($37,157)	$104,899	$276,438	$490,282	$757,406
Total Owner's Equity	$0	$910,988	$836,104	$781,886	$754,546	$759,983	$782,206	$848,139	$962,843	$1,104,899	$1,276,438	$1,490,282	$1,757,406
Total Liabilities & Equity	$0	$910,988	$836,104	$781,886	$754,546	$759,983	$782,206	$848,139	$962,843	$1,131,124	$1,319,322	$1,586,627	$1,920,533

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Cash	$2,303,643	$2,760,627	$3,121,829	$3,434,227	$4,096,629	$4,832,295	$5,235,538	$6,115,701	$7,069,265	$7,582,654	$8,699,642	$9,908,871
Accounts Receivable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Inventory												
Other Current Assets												
Total Current Assets	**$2,303,643**	**$2,760,627**	**$3,121,829**	**$3,434,227**	**$4,096,629**	**$4,832,295**	**$5,235,538**	**$6,115,701**	**$7,069,265**	**$7,582,654**	**$8,699,642**	**$9,908,871**
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets	**$2,303,643**	**$2,760,627**	**$3,121,829**	**$3,434,227**	**$4,096,629**	**$4,832,295**	**$5,235,538**	**$6,115,701**	**$7,069,265**	**$7,582,654**	**$8,699,642**	**$9,908,871**
Accounts Payable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Income Taxes Payable	$239,749	$331,145	$272,884	$117,057	$249,537	$396,670	$159,983	$336,015	$526,728	$208,024	$431,421	$673,267
Sales Taxes Payable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Short-Term Debt												
Prepaid Revenue	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Current Liabilities	**$239,749**	**$331,145**	**$272,884**	**$117,057**	**$249,537**	**$396,670**	**$159,983**	**$336,015**	**$526,728**	**$208,024**	**$431,421**	**$673,267**
Long-Term Debt												
Long-Term Liabilities												

Total Liabilities	**$239,749**	**$331,145**	**$272,884**	**$117,057**	**$249,537**	**$396,670**	**$159,983**	**$336,015**	**$526,728**	**$208,024**	**$431,421**	**$673,267**
Paid-In Capital	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000
Retained Earnings	$757,406	$757,406	$757,406	$757,406	$757,406	$757,406	$757,406	$757,406	$757,406	$757,406	$757,406	$757,406
Earnings	$306,488	$672,076	$1,091,539	$1,559,764	$2,089,685	$2,678,219	$3,318,149	$4,022,279	$4,785,131	$5,617,224	$6,510,815	$7,478,198
Total Owner's Equity	**$2,063,894**	**$2,429,482**	**$2,848,945**	**$3,317,170**	**$3,847,092**	**$4,435,625**	**$5,075,555**	**$5,779,686**	**$6,542,537**	**$7,374,630**	**$8,268,221**	**$9,235,604**
Total Liabilities & Equity	**$2,303,643**	**$2,760,627**	**$3,121,829**	**$3,434,227**	**$4,096,629**	**$4,832,295**	**$5,235,538**	**$6,115,701**	**$7,069,265**	**$7,582,654**	**$8,699,642**	**$9,908,871**

	Starting Balances	2024	2025	2026
Cash		$1,920,533	$9,908,871	$31,781,905
Accounts Receivable		$0	$0	$0
Inventory				
Other Current Assets				
Total Current Assets		**$1,920,533**	**$9,908,871**	**$31,781,905**
Long-Term Assets				
Accumulated Depreciation				
Total Long-Term Assets				
Total Assets		**$1,920,533**	**$9,908,871**	**$31,781,905**
Accounts Payable		$0	$0	$0
Income Taxes Payable		$163,127	$673,267	$1,630,038
Sales Taxes Payable		$0	$0	$0
Short-Term Debt				
Prepaid Revenue	$0	$0	$0	$0
Total Current Liabilities	**$0**	**$163,127**	**$673,267**	**$1,630,038**
Long-Term Debt				
Long-Term Liabilities				
Total Liabilities	**$0**	**$163,127**	**$673,267**	**$1,630,038**
Paid-In Capital		$1,000,000	$1,000,000	$1,000,000
Retained Earnings	$0	$0	$757,406	$8,235,604
Earnings		$757,406	$7,478,198	$20,916,263

Total Owner's Equity	$0	$1,757,406	$9,235,604	$30,151,867
Total Liabilities & Equity	$0	$1,920,533	$9,908,871	$31,781,905

Cash Flow Statement (With Monthly Detail)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Net Cash Flow from Operations												
Net Profit	($89,012)	($74,884)	($54,218)	($27,340)	$5,437	$22,222	$65,933	$114,704	$142,056	$171,540	$213,844	$267,124
Depreciation & Amortization												
Change in Accounts Receivable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Inventory												
Change in Accounts Payable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Income Tax Payable	$0	$0	$0	$0	$0	$0	$0	$0	$26,225	$16,659	$53,461	$66,782
Change in Sales Tax Payable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Prepaid Revenue	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Net Cash Flow from Operations	**($89,012)**	**($74,884)**	**($54,218)**	**($27,340)**	**$5,437**	**$22,222**	**$65,933**	**$114,704**	**$168,281**	**$188,199**	**$267,305**	**$333,906**
Investing & Financing												
Assets Purchased or Sold												
Net Cash from Investing												

Investments Received $1,000,000											
Dividends & Distributions											
Change in Short-Term Debt											
Change in Long-Term Debt											
Net Cash from Financing $1,000,000											
Cash at Beginning of Period $0	$910,988	$836,104	$781,886	$754,546	$759,983	$782,206	$848,139	$962,843	$1,131,124	$1,319,322	$1,586,627
Net Change in Cash $910,988	($74,884)	($54,218)	($27,340)	$5,437	$22,222	$65,933	$114,704	$168,281	$188,199	$267,305	$333,906
Cash at End of Period $910,988	$836,104	$781,886	$754,546	$759,983	$782,206	$848,139	$962,843	$1,131,124	$1,319,322	$1,586,627	$1,920,533

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Net Cash Flow from Operations												
Net Profit	$306,488	$365,588	$419,463	$468,225	$529,921	$588,533	$639,930	$704,131	$762,851	$832,093	$893,590	$967,383
Depreciation & Amortization												
Change in Accounts Receivable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Inventory												
Change in Accounts Payable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Income Tax Payable	$76,622	$91,396	($58,261)	($155,827)	$132,480	$147,133	($236,687)	$176,032	$190,713	($318,704)	$223,397	$241,846
Change in Sales Tax Payable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Prepaid Revenue	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Net Cash Flow from Operations	**$383,110**	**$456,984**	**$361,202**	**$312,398**	**$662,401**	**$735,666**	**$403,243**	**$880,163**	**$953,564**	**$513,389**	**$1,116,987**	**$1,209,229**
Investing & Financing												
Assets Purchased or Sold												
Net Cash from Investing												
Investments Received												

Dividends & Distributions

Change in Short-Term Debt

Change in Long-Term Debt

Net Cash from Financing

Cash at Beginning of Period	$1,920,533	$2,303,643	$2,760,627	$3,121,829	$3,434,227	$4,096,629	$4,832,295	$5,235,538	$6,115,701	$7,069,265	$7,582,654	$8,699,642
Net Change in Cash	$383,110	$456,984	$361,202	$312,398	$662,401	$735,666	$403,243	$880,163	$953,564	$513,389	$1,116,987	$1,209,229
Cash at End of Period	**$2,303,643**	**$2,760,627**	**$3,121,829**	**$3,434,227**	**$4,096,629**	**$4,832,295**	**$5,235,538**	**$6,115,701**	**$7,069,265**	**$7,582,654**	**$8,699,642**	**$9,908,871**

	2024	2025	2026
Net Cash Flow from Operations			
Net Profit	$757,406	$7,478,198	$20,916,263
Depreciation & Amortization			
Change in Accounts Receivable	$0	$0	$0
Change in Inventory			
Change in Accounts Payable	$0	$0	$0
Change in Income Tax Payable	$163,127	$510,140	$956,771
Change in Sales Tax Payable	$0	$0	$0
Change in Prepaid Revenue	$0	$0	$0
Net Cash Flow from Operations	**$920,533**	**$7,988,338**	**$21,873,034**
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received	$1,000,000		
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing	**$1,000,000**		
Cash at Beginning of Period	$0	$1,920,533	$9,908,871
Net Change in Cash	$1,920,533	$7,988,338	$21,873,034
Cash at End of Period	**$1,920,533**	**$9,908,871**	**$31,781,905**