

Profit and Loss Year 1

		January	February	March	April	May	June	July	August	Sptmber	October	November	December
<b>Sales</b>													
Mobile Platform Set-Up (OTC)	100	0	0	15	17	21	25	33	50	75	50	75	75
Social Media Presence (MLC)	40	0	0	1	1	2	3	5	8	13	21	34	55
Small Business Package (OTC)	250	0	0	10	15	15	20	22	25	28	32	36	42
Basic CRM (MLC)	75	0	0	5	12	15	20	23	35	50	65	90	125
Forecasting System (MLC)	100	0	0	0	0	0	0	0	5	9	14	27	35
<b>Total Sales</b>		0	0	4415	6390	7055	9120	10725	14695	19670	20115	27310	33075
<b>Overhead Costs</b>													
Director	20,000	1	1	1	1	1	1	1	1	1	1	1	1
System Developer	26,000	1	1	1	1	1	1	1	1	1	1	1	2
Mobile Developer	24,000	1	1	1	1	1	1	1	1	1	1	1	1
Support	23,000	1	1	1	1	1	1	2	2	2	2	3	3
Marketing Manager	24,000	1	1	1	1	1	1	1	1	1	1	1	1
Sales Team	13,000	1	1	1	1	1	1	1	1	1	2	2	2
Salaries		10,833	10,833	10,833	10,833	10,833	10,833	12,750	12,750	12,750	13,833	15,750	17,917
On-Costs	15%	1,625	1,625	1,625	1,625	1,625	1,625	1,913	1,913	1,913	2,075	2,363	2,688
Rent	6000	500	500	500	500	500	500	500	500	500	500	500	500
Telephone	540	45	45	45	45	45	45	45	45	45	45	45	45
ISP	384	32	32	32	32	32	32	32	32	32	32	32	32
Electricity	600	50	50	50	50	50	50	50	50	50	50	50	50
Gas	288	24	24	24	24	24	24	24	24	24	24	24	24
Legal	672	56	56	56	56	56	56	56	56	56	56	56	56
Accountants	486	42	42	42	42	42	42	42	42	42	42	24	42
Bank Charges	360	30	30	30	30	30	30	30	30	30	30	30	30
Travel	2160	180	180	180	180	180	180	180	180	180	180	180	180
Advertising	5400	450	450	450	450	450	450	450	450	450	450	450	450
Loans	4200	350	350	350	350	350	350	350	350	350	350	350	350
Insurance	2400	200	200	200	200	200	200	200	200	200	200	200	200
Employer Liability	600	50	50	50	50	50	50	50	50	50	50	50	50
Server Rental	1,800	75	75	75	75	150	150	150	150	225	225	225	225
Depreciation (Computer)	2050	2050											
Depreciation (Mobile Hardware)	1147.5	1,148											
Depreciation (Software)	2500	2500											
<b>Total Costs</b>		20,240	14,542	14,542	14,542	14,617	14,617	16,822	16,822	16,897	18,142	20,329	22,838
<b>P/L</b>		-20,240	-34,782	-44,910	-53,062	-60,624	-66,122	-72,218	-74,345	-71,571	-69,598	-62,617	-52,380