

Revenue		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Digital Advertising		\$602,451	\$655,529	\$714,574	\$782,875	\$865,556	\$967,376	\$1,097,497	\$1,256,869	\$1,474,964	\$1,774,801
Cost-per-Click (CPC)	\$0.72	\$65	\$188	\$658	\$2,384	\$6,855	\$15,423	\$30,846	\$53,209	\$91,786	\$153,774
Cost-per-thousand-impressions (CPM)	\$5.39	\$54	\$156	\$547	\$1,983	\$5,702	\$12,829	\$25,657	\$44,259	\$76,347	\$127,801
Cost-per-download (CPA)	\$4.10	\$82	\$238	\$832	\$3,017	\$8,674	\$19,517	\$39,034	\$67,333	\$116,149	\$194,501
Branded Pins	\$10.00	\$182,500	\$198,469	\$215,920	\$234,997	\$255,856	\$278,669	\$303,624	\$330,930	\$360,813	\$393,501
Promoted Search	\$8.00	\$146,000	\$158,775	\$172,736	\$187,998	\$204,685	\$222,935	\$242,899	\$264,744	\$288,650	\$314,801
Zero-Speed Takeovers	\$15.00	\$273,750	\$297,703	\$323,880	\$352,496	\$383,784	\$418,003	\$455,436	\$496,394	\$541,219	\$590,201
Data Monetization	\$0.50	\$5,000	\$14,500	\$50,750	\$183,969	\$528,910	\$1,190,048	\$2,380,096	\$4,105,665	\$7,082,272	\$11,862,801
Total Revenue		\$607,451	\$670,029	\$765,324	\$966,844	\$1,394,466	\$2,157,424	\$3,477,593	\$5,362,534	\$8,557,236	\$13,637,601
Operating Expenses	Yr 1 Values										
Initial App Development	\$100,000.00	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Infrastructure	\$1,200.00	\$1,200	\$61,560	\$80,028	\$104,036	\$130,046	\$156,055	\$179,463	\$206,382	\$237,340	\$261,070
Wages	\$500,000.00	\$500,000	\$525,000	\$577,500	\$635,250	\$754,359	\$848,654	\$933,520	\$1,001,200	\$1,073,787	\$1,146,260
Marketing	\$60,000.00	\$60,000	\$90,000	\$126,000	\$176,400	\$211,680	\$238,140	\$261,954	\$280,946	\$301,314	\$321,650
Utilities, Legal, Accounting	\$10,000.00	\$10,000	\$10,500	\$11,025	\$11,576	\$12,155	\$12,763	\$13,401	\$14,071	\$14,775	\$15,510
Total Operating Expenses		\$671,200	\$687,060	\$794,553	\$927,263	\$1,108,240	\$1,255,612	\$1,388,337	\$1,502,599	\$1,627,215	\$1,744,502
Operating Income		(\$63,749.30)	(\$17,031.09)	(\$29,228.86)	\$39,581.58	\$286,226.00	\$901,812.04	\$2,089,255.38	\$3,859,935.41	\$6,930,021.12	\$11,893,099.20
Less: Tax Expense	20%	(\$12,749.86)	(\$3,406.22)	(\$5,845.77)	\$7,916.32	\$57,245.20	\$180,362.41	\$417,851.08	\$771,987.08	\$1,386,004.22	\$2,378,619.80
Net Income		(\$63,749.30)	(\$26,374.74)	(\$23,383.09)	\$31,665.27	\$228,980.80	\$721,449.63	\$1,671,404.30	\$3,087,948.33	\$5,544,016.90	\$9,514,479.30
Summary		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Total Revenue		\$607,451	\$670,029	\$765,324	\$966,844	\$1,394,466	\$2,157,424	\$3,477,593	\$5,362,534	\$8,557,236	\$13,637,601
Total Operating Expenses		\$671,200.00	\$687,060.00	\$794,553.00	\$927,262.65	\$1,108,239.94	\$1,255,611.71	\$1,388,337.47	\$1,502,598.78	\$1,627,215.22	\$1,744,507.20
Net Income		(\$63,749)	(\$26,375)	(\$23,383)	\$31,665	\$228,981	\$721,450	\$1,671,404	\$3,087,948	\$5,544,017	\$9,514,479