

Acknowledgements

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Contents

Finances **2**

 Growth Plan 2

 Pitch Scenarios 3

 Accounting 3

Finances

Cost, revenue and cash flow projections will determine the amount of funding required.

Growth Plan

The stepping stones described in the Go-to-Market Strategy section of the plan are reiterated in the following financing roadmap. The necessary funding required for each step is presented underneath the appropriate stepping stone.

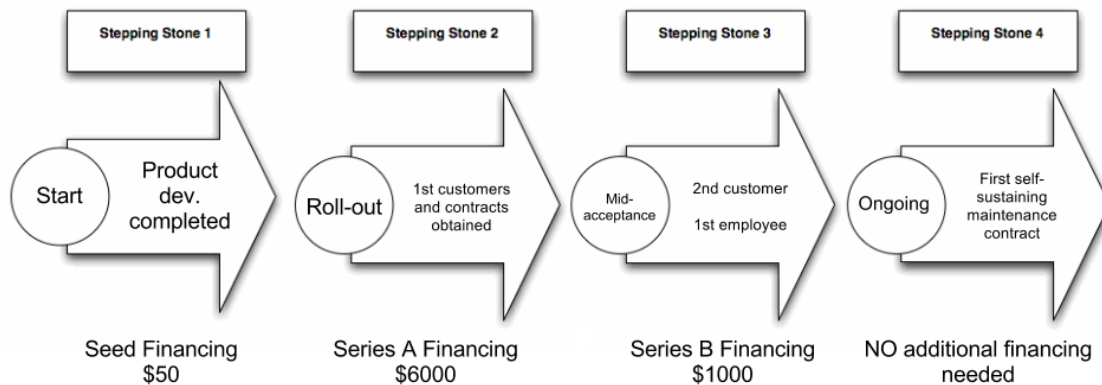


Figure 1: Financing Roadmap

Initially only \$50 seed financing will be required. This will cover meanial costs associated with working from home and developing the product. This assumes our team is volunteering their hours to develop the product.

Series A financing entails purchasing the required server space to host our application for our client to access it before we have started to receive revenue. The rest of the costs associated with this stage of financing are associated with travel to and from client meetings.

Series B financing is again to cover small costs that have to do with client meetings. All necessary expansion costs are covered by the revenue obtained by initial client membership fees.

During the ongoing phase, **Acknowledgements** is self-sustaining based on revenue and does not need additional financing.

Pitch Scenarios

Ideally, you can provide two sales scenarios based on a high and low case to show the sensitivity and range for your plan.

Accounting

The **Acknowledgements** Balance Sheet for the first year is presented in the following table. This Balance Sheet does not assume that the development hours provided by the team are volunteered for free.

Table 1: The Balance Sheet

Item of Service	Cost per Unit (\$)	Quantity in First Year	Cost for First Year (\$)
Office (Work from home)			
Computers	1500	2	3000
Internet Service	60	12	720
Office Supplies	300	1	300
Printer	150	1	150
Product			
Web Hosting	150	1	150
Development Hours	30	1500	45000
Client Meetings			
Lunches	50	50	2500
Gas	50	20	1000
Total			52820