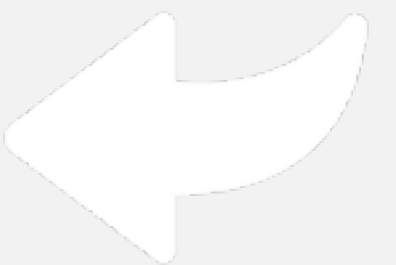# Q: How did you source pricing for your app?

A: Our app is being produced in-house. We did contact developers to estimate the length of time required to create our first release and website. This has been factored into our pre-launch timeline.

Q: How did you determine cash needs for funding?

A: We built a Cash Flow Projection based on income, cash payments out for boxes, staff, marketing and service, and determined what our peak "burn rate" was as a result of these inputs. A snapshot of our cash on an annualized basis is at right.

in thousands	2017	2018	2019	2020
Cash at Beginning	$0.0	-$647	-$1,548	-$1,910
CASH IN				
Revenue	$14.6	$567	$3,735	$24,577
Total Cash Receipts	$14.6	$567	$3,735	$24,577
CASH OUT				
Box	$217	$0.0	$187	$1,124
Storage	$5.7	$52	$343	$2,254
Pickups	$34	$306	$2,015	$13,259
Marketing	$3.3	$30	$197	$1,295
Team	$403	$1,080	$1,355	$1,355
Total Cash Paid Out	$662	$1,468	$4,097	$19,287
Earnings (Burn)	-$647	-$901	-$362	$0.0
Cash at End	-$647	-$1,548	-$1,910	$3,380
Peak Cash Need	-$1,919.9			