

Income Statement

Year	2022	2023	2024
Sales Headcount (If Start Date < Month Ending Date) Hiring Plan Tab	3	3	3
Productive Reps (Start Date < Month Ending Date - Time to Productivity)	2	3	3
Total Units Sold (Productive Reps x Units Sold per Productive Rep + Unit from Ads + Unit from Chan	287	2106	7874
New MRR (Units Sold x Price)	\$39,319	\$288,522	\$1,078,738
Units Sold from Ads (Advertising / Cost per Click x trial conv x paid conversion)			
Beginning MRR	\$0	\$37,792	\$294,756
New MRR	\$39,319	\$288,522	\$1,078,738
Churn MRR (Monthly Churn x Beginning MRR)	(\$1,527)	(\$31,395)	(\$149,980)
Ending MRR	\$37,792	\$294,389	\$1,223,433
Sales percentage (partners & ads vs direct sales) %			
Revenue	\$114,146	\$1,826,900	\$8,427,753
Hosting Expense (Hosting Expense per User x Users)	(\$29,161)	(\$466,726)	(\$2,153,076)
Clinical Support Headcount	10	72	298
Clinical Support Expense (Clinical Support Headcount x Salary)	(\$28,800)	(\$406,800)	(\$1,851,300)
Total COGS (Hosting Expense + Customer Support Expense)	(\$57,961)	(\$873,526)	(\$4,004,376)
Gross Profit (Revenue - Total COGS)	\$56,185	\$953,374	\$4,423,377
Gross Margin % (Gross Profit / Revenue)	49%	52%	52%

Headcount

Technical	3	3	3
Sales	3	3	3
Marketing	1	2	2
Operations	2	2	2
Customer Support Headcount	10	72	298
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Total Headcount (SG&A Headcount + Customer Support Headcount)	19	82	308

New Employees	19	63	226
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SG&A Expenses

Technical	(\$28,700)	(\$74,400)	(\$74,400)
Sales	(\$23,400)	(\$64,800)	(\$64,800)
Marketing	(\$16,200)	(\$56,400)	(\$56,400)
Operations	(\$40,600)	(\$69,600)	(\$69,600)
Total SG&A Salaries	(\$108,900)	(\$265,200)	(\$265,200)
Salary Increases	\$0	(\$12,060)	(\$25,320)
Total SG&A Salaries	(\$108,900)	(\$277,260)	(\$290,520)
Allowance ([Customer Support Salaries + Total SG&A Salaries] x Payroll Tax %)	(\$13,770)	(\$68,406)	(\$214,182)
Insurance Benefits Expense (Total Headcount x Benefits per Employee)	(\$23,700)	(\$171,600)	(\$653,100)
401(k) Match	\$0	\$0	\$0

Onboarding Expense (New Employees x Onboarding Expense per Employee)	(\$9,500)	(\$31,500)	(\$113,000)
Office Supplies (Total Headcount x Office Supplies per Employee)	(\$7,900)	(\$57,200)	(\$217,700)
Subscriptions (Total Headcount x Subscriptions per Employee)	(\$3,950)	(\$28,600)	(\$108,850)
Rent (Based on Total Headcount & Real Estate Prices) See Rent Tab	(\$7,817)	(\$50,334)	(\$71,060)
Sales Commissions	(\$23,591)	(\$173,113)	(\$647,243)
Advertising	(\$7,018)	(\$95,337)	(\$442,338)
Travel & Trade Shows (Baseline + Specific Trade Shows) See Trade Shows Tab	(\$18,575)	(\$9,175)	(\$4,800)
Payment Processing	(\$1,712)	(\$27,403)	(\$126,416)
Insurance	\$0	\$0	\$0
Legal (Baseline + Specific Transaction) See Legal Expenses Tab	(\$25,000)	(\$9,000)	(\$6,000)
Accounting / Bookkeeping	(\$4,000)	(\$6,000)	(\$6,000)
Contractors & Consultants	(\$5,600)	(\$8,400)	(\$8,400)
Total SG&A Expenses (Sum of SG&A Expenses)	(\$261,034)	(\$1,013,329)	(\$2,909,609)
Operating Income (Gross Profit - SG&A Expenses)	(\$204,849)	(\$59,956)	\$1,513,768
Operating Margin (Operating Income / Revenue)	-179.5%	-3.3%	18.0%
Interest Expense (From Convertible Debt Tab)	\$0	\$0	\$0
Income Taxes	\$0	(\$3,273)	(\$75,688)
Depreciation Expense (Capital Expenditures Tab)	(\$479)	(\$890)	(\$511)

Amortization Expense (Ignored)	\$0	\$0	\$0
Net Income (Operating Income - Interest - Taxes - Depreciation - Amortization)	(\$205,328)	(\$64,118)	\$1,437,569
Net Income Margin (Net Income / Revenue)	-180%	-4%	17%

Cash Flow Statement

Beginning Cash Balance	\$0	\$245,828	\$852,759
Net Income	(\$205,328)	(\$64,118)	\$1,437,569

Cash Flow from Operations

+ Depreciation	\$479	\$890	\$511
+ Non-Cash Interest	\$0	\$0	\$0
- Changes in Accounts Receivable	(\$12,597)	(\$85,655)	(\$309,626)
- Changes in Inventory	(\$4,827)	(\$32,824)	(\$118,652)
+ Changes in Accounts Payable	\$17,280	\$52,171	\$173,821
+ Changes in Deferred Revenue	\$53,122	\$237,579	(\$17,961)

Cash Flow from Investing Activities

- Capital Expenditures	(\$2,300)	\$0	\$0
+ Disposal of PPE Assets	\$0	\$0	\$200

Cash Flow from Financing Activities

+ Debt Financing	\$400,000	\$500,000	\$0
+ SAFE Financing	\$0	\$0	\$0
+ Equity Financing	\$0	\$0	\$0
Net Cash Burn / Generation	\$245,828	\$608,042	\$1,165,863
Ending Cash Balance	\$245,828	\$857,607	\$2,019,338
Minimum Cash Balance	\$194,618		

Balance Sheet

Year	2022	2023	2024
Assets			
Current Assets			
Cash (From Income Statement Tab)	\$245,828	\$852,759	\$2,017,780
Accounts Receivable	\$12,597	\$98,252	\$407,878
Inventory	\$4,827	\$37,651	\$156,303
	\$0	\$0	\$0
Long-term Assets	\$0	\$0	\$0
Property Plant & Equipment	\$2,300	\$2,300	\$800
- Accumulated Depreciation	(\$479)	(\$1,369)	(\$580)
Net PPE	\$1,821	\$931	\$220

Total Assets	\$265,074	\$989,593	\$2,582,181
Liabilities			
Current Liabilities			
Accounts Payable	\$17,280	\$69,451	\$243,272
Deferred Revenue	\$53,122	\$290,700	\$272,740
Short-term Debt	\$0	\$0	\$0
Short-term Accrued Interest Payable	\$0	\$0	\$0
	\$0	\$0	\$0
Long-term Liabilities			
Long-term Debt	\$0	\$0	\$0
Long-term Accrued Interest Payable	\$0	\$0	\$0
Total Liabilities	\$70,402	\$360,151	\$516,012
Equity			
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Additional Paid-in Capital	\$0	\$0	\$0
Retained Earnings	(\$205,328)	(\$269,478)	\$1,166,726
Total Equity	\$365,417	\$301,267	\$1,737,471
	\$0	\$0	\$0
Assets - (Liabilities + Equity)	(\$170,745)	\$328,176	\$328,698