**APEX Engineering**

**Financial Projections (Pro-forma)**

**Fiscal Years 2024-2027**

**Java Genie Products**

* **Java Genie App** **(August 2024)** – AI recommender and Deep Learning service for coffee drinks, cafes, and coffee products based on personalized flavor profiles. Integrated AI Chatbot to chat with expert barista. The app can be used for placing orders at partner cafes and ordering at Java Genie Espresso machines.
* **Coffee Rewards (April 2025)** – Rewards and discount platform for using Java Genie products and services. Customers earn Coffee Rewards for filling out surveys, writing reviews, and making in-app purchases with partners for discount pricing.
* **Java Genie Espresso Machine (April 2026**) – All-in-one AI enhanced Espresso machine for home and small office. Contains canister for 2 coffee beans and 5 flavors. Retail Price: $2,000
* **Java Genie Maintenace Program** **(April 2026)** - Maintenace program to fix and fine-tune Java Genie machines. Espresso Machine program starting at $25 month. Vending Machine program starting at $1,000 annual membership or $100 monthly fees.
* **Java Genie Vending Machine (August 2027)** - All-in-one AI enhanced Espresso Vending Machine with larger capacity, 6 coffee bean canisters, 20 flavors, AI-automated and commercial industrial design. Retail Price with 36-month lease: $30,000

**Timeline**

**Year 1 (April 2024 – April 2025)**

* Initial Startup procedure of founding LLC, Trademark registration, hiring FL registered agent, attorney, provisional patent filing at beginning of Summer 2024.
* R&D prototyping of the coffee maker will be an ongoing process of crafting machines integrated with the Java Genie AI system, built in personal garage by founding engineers and eventually building and testing at company HQ facilities in year 2.
  + R&D espresso machine for home/small office (2 years)
  + R&D vending machine for commercial/enterprise (3 year)
* Development of Java Genie App for Appstore (6 months). Built internally by our software developers, we could contract an additional designer/developer when needed. Requires developer license from Google, Apple. Domain, website hosting, and Cloud provider for AI recommender. Java Genie App target launch in August 2024, to coincide with Pumpkin Spice coffee Season August – November. Google Search Trends and Data.ai Appstore analytics indicate that coffee is most searched during these months, peaking during Thanksgiving holiday.
  + App Features
    - Personal coffee flavor profile – records history of coffee drinks and breakdown flavor categories to learn more about user. (AI chart)
    - Coffee recommender
    - Coffee shop directory
    - Coffee drink and shop reviews
    - AI Chatbot (Google Gemini) pre-trained on coffee preparation
    - Blog, share trends in coffee, recipes, advertise brands and cafes.
  + App Development Timeline Year 1
    - Development of App and website (April – August 2024)
    - R&D AI Coffee Recommender and Google Gemini AI Chatbot (April – August 2024)
    - R&D Flavor Profile 1.0 Training (August – December 2024)
    - R&D Blockchain rewards, in-app purchases, discount program (August 2024 – April 2025)
* Marketing of the app with Google Ads, Facebook/Instagram Ads, TikTok Ads, Twitter Ads, Youtube Ads. Discover 3 micro-large scale social media influencers to help promote app.
* Startup sales team will contact coffee shops and brands for partnerships. Partnership focuses on Cafes and Brands in North America, with a target of 10 partners by the end of year 1.
* Advertising Campaigns Year 1
  + - Pumpkin Spice Coffee campaign (August – November 2024)
    - Flavor Profiles & Upcoming Reward Program (December 2024 – April 2025)
* Target Daily Active Users by end of Year 1: 1,000 (100 new users per month)
* The team includes 6 co-founders, interns from UF, and contracted work from experts in fields of culinary, AI, legal, marketing, influencers.

**Year 2 (April 2025 – April 2026)**

At the start of year 2, Java Genie 2.0 app will be released with the launch of in-app purchases and the Coffee Rewards program.

* + This pilot reward program will include the 10 partner cafes and coffee brands from North America. In-app purchases include the purchase of cafe-made coffee from local restaurants and coffee beans and flavors from suppliers.
  + Coffee Reward program incentives users to leave reviews and fulfill surveys about coffee, and receive rewards for making purchases through the app.
  + Coffee Rewards to utilize blockchain cryptocurrency, can serve as a universal rewards and payment system for coffee shops. This solves problem of gift card or loyalty programs stuck to a single franchise.
* Partnership search expanded globally to Europe, South America, and Australia regions. By the end of Year 2, our target is to acquire 10 new partners for each of these regions, expanding our partnership network to 40-50 companies.
* For each new region we will be releasing a version update of Java Genie app such as 2.1 Europe, 2.2 South America, 2.3 Australia, as well as a 1.0 release to country-specific app stores.
* App development team will begin development of Java Genie Firmware and Flavor Profile 2.0. Data learned from app user activity and reward program will help make better AI product.
* In year 2, we should be in the phase of acquiring a centralized office/warehouse location for final testing of the Espresso machine and storage of equipment.
* By Q3 2025, we should begin transitioning to finalizing design of Java Genie Espresso Machine, and targeting final testing and QA completed by end of 2025. Finalized approved design sent to manufacturing partner to be manufactured and distributed to retail partners by April 2026 with launch of Java Genie Espresso Machine (End Year 2).
* Launch of Java Genie Espresso Machine will release with Java Genie 3.0 app, with update to control espresso maker firmware within the app.
* The Vending machine model will continue R&D throughout Year 2, with its more complex design being funded by the sales of the home Espresso Machine model.
* Marketing and Advertising Campaign Year 2
  + Earn Coffee Rewards ad campaign (April – July 2025)
  + Pre-order Java Genie Espresso Machine (April 2025 – April 2026)
  + Pumpkin Spice coffee marketing (August – November 2025)
  + Java Genie 3.0 update (January 2026 – April 2026)
  + Tradeshow Booth at Tech Crunch Disrupt conference (September 2025)
  + Tradeshow Booth at CES 2026 conference (January 2026)
* Target Daily Active Users for Java Genie App: 10,000 (1,000 new users per month)
* Espresso machine Pre-order sales goal: 500 units ($1,000,000)
* Espresso machine Year 2 Sales goal: 1,000 units ($2,000,000)
* Maintenance Program Year 2 Goal 10% of machine owners ($50,000)
* 11-person team includes 6 co-founders and staff for firmware engineer, AI developer, 2 marketing and Sales, and culinary expert.

**Year 3+ (April 2026 – April 2027)**

* Year 3 begins with the launch of the Java Genie Espresso Machine being shipped to retail partners and customers. The sales of the smaller machine will help fund final development and manufacturing costs of the Vending Machine model, expected to be released by End of Year 3 in April 2027, with latest launch window by August 2027 in time for Pumpkin Spice coffee season.
* Pre-orders for Java Genie Vending Machine to open at beginning of Year 3.
* Partnerships expanded to Asia and Africa regions with localized apps Java Genie 3.1 and 3.2.
* **Note on Crypto Rewards Exploration**
  + By leveraging cryptocurrencies, we plan to adopt the famous X-to-earn mode in our application. We plan to issue our own crypto token based on the famous Solana public chain, called Coffee Rewards, and let customers buy this kind of token in our application.
  + We plan to invite our partners at different levels (such as big coffee brands like Starbucks, local coffee shops, coffee bean producers, and so on) to make and issue their special coffee cups for sale in our application. Meanwhile, we can earn some revenue from these partners. (This financial forecast is not outlined in Pro-Forma)
* Marketing Campaigns Year 3
  + Pre-Order Java Genie Vending Machine for your Office (All year)
  + Regional campaigns and global coffee network (All year)
  + Tradeshow Booth at CES 2027 conference (January 2027)
  + Tradeshow Booth at SXSW 2027 conference (March 2027)
* Target Daily Active Users for Java Genie App: 50,000 (3,000 new users per month)
* Vending Machine Pre-order Leases Goal: 100 units leased ($3,000,000)
* Vending Machine Launch Lease Sales Goal: 250 units ($7,500,000)
* Espresso Machine Sales Year 3: 2,000 units ($4,000,000)
* Maintenance Program Year 3 Goal 10% of machine owners ($100,000)
* 20-person team includes 6 co-founders, and full-time staff

**Summary of Expenses**

**Revenue from Operations**

Gross Sales

Sales primarily from pre-orders of Java Genie Espresso machine and leasing 36-month contracts for vending machines. We estimate 10% of machine owners will opt-in to the maintenance program.

Less: Sales Returns and Allowances

We anticipate that virtually all returned machines can continue to be leased to others after a small amount of refurbishing.

**Cost of Goods Sold (Variable Costs)**

**Direct Labor**

The direct labor cost is calculated based off the hours spent on the development and manufacturing of the boards and the machine components paired with the assembly of the actual machine which is to be outsourced. For the first prototype, the labor cost is estimated at $478, while the larger machine is estimated at $1,460. These values are per unit. The cost analysis is done with the assumption that per unit there's 10 hours going into the assembly of the machine itself, which will come out to approximately $11.95 for the small machine and $14.60 for the larger machine.

**Direct Materials:**

Direct Materials pertains to the total sum of each unit based on the individual components for the machines. The first prototype will need to be fully functional but will require less components as it will not be fully automated. The estimated cost which is backed by the sources in the research and development section. For the smaller machine the cost per unit, it will sum out to $1,230 and the fully automated machine will cost approximately $3,250. The total value of the machines is directly correlated to total cost including the housing, pressurizer, temperature sensor, grinder, and tamping mechanism, and interactive display.

Sources:

https://www.whitmancontrols.com/l25-series-side-mounted-stainless-steel-liquid-level-switch.html, <https://p3america.com/oph-series/>, https://www.te.com/usa-en/product-CAT-TCS0008.html, <https://www.te.com/usa-en/product-3-1437567-3.html>, https://www.te.com/usa-en/product-2108994-1.html

**Expenses (Fixed Costs)**

**Advertising**

We will have a variety of advertising costs including Website Development & Maintenance, Content Creation & SEO, Social Media Campaigns, Promotional Materials, Trade Shows & Events, and Branding and Design Services.

Content Creation & SEO and Social Media Campaigns will be minimal in the first year and will be accelerated once the prototype is complete and we begin sales. We view trade shows as a great way to meet customers and to share our brand, so we will budget a lot of money to attend them.

The cost breakdown within the ***Advertising*** category is as follows:  
 *Website Development*

*& Maintenance*  *$2,000 (assuming Professional design) + $600 annually*

*Content Creation & SEO* *$650 SEO/month, $250 content creation/month*

*Social Media Campaigns* *$750/month ($9,000 annually)*

*Promotional Materials* *$4,000 annual budget*

*Branding and Design Services* *$2,000 (one-time), $500 budgeted per additional year*

Sources: forbes.com/advisor/business/software/how-much-does-a-website-cost/

upwork.com/resources/social-media-campaign-cost

ingage.io/post/how-much-are-you-really-spending-on-marketing-sales-materials

exhibitsusa.com/average-costs-to-display-attend-trade-shows

**Bad Debts**

We estimate 2.5% of debts will go bad. Source: investopedia.com/terms/b/baddebt.asp

**Bank Charges**

We plan on using mercury bank, which will charge us $0. They offer various banking solutions, including checking and savings accounts as well as debit and credit cards for the business to use. Another feature it the automatic cash-sweep between sub accounts (Ops/Payroll and AR for example).

Sources: mercury.com

**Cloud and Technology**

This cost will be based on how many API requests our machines make, so the projection will be scaled by year.

Source: calculator.aws/#/

**Commissions**

The sales team will be compensated 2.5% of the gross value of each Lease that they are responsible for originating.

The payout structure will be that the Sales Team Members will receive three months of the 2.5% commission upon Lease signing and the remainder quarterly, for the duration of the Lease.

**Contract Labor**

Independent contractors consisting of firmware engineer, AI developer, 2 marketing and sales and a culinary expert will be paid on average $35 per hour. Our salary is slightly higher than the average for Florida to attract potential employees.

Source: https://www.ziprecruiter.com/Salaries/Startup-Salary--in-Florida

**Credit Card Fees –**

The Stipe platform assesses credit card fees on a per-swipe basis. This will constitute 2.9% + $0.30 per transaction. Target daily active users is 1,000 per day at the end of year 1, 10,000 per day for year 2, and 100,000 for year 3. With an average transaction price projected at $4.49, swipe fees will average $0.43 per transaction.

For transactions between end users and the machines in businesses/offices, we will charge the lease 4.3%, meaning this fee will be covered for those transactions. Source: stripe.com/pricing

**Delivery Expenses**

Based on transportation services for large machinery services the average cost of shipping over a distance up to 2,750 miles is approximately $3,155. This averages out to cost of $1.14 per mile of transportation. It is expected to have 10 units per truck so for each unit, we anticipate a delivery cost of $ 315.50 per unit. Year 1 there will be no units being shipped during the development period. Year 2 a well-defined prototype will be sent to initial investors so about 20 units. Year 3 the goal is to establish our product works and ship out 100 units of the second version of the machine.

Source: https://www.wewilltransportit.com/florida-heavy-equipment-transport/#:~:text=You%20should%20estimate%20about%20%241.75,mile%20to%20transport%20construction%20equipment.

**Depreciation**

12.5% of the Value of machinery and other Operating supplies.

**Dues and Subscriptions**

Estimated $2,500 per year including major and minor services ranging from developer fees, Adobe tools, Microsoft Office, accounting software, and more.

**Insurance**

Insurance types include General Liability, Professional Liability, Product Liability, and Vehicle. Estimated double average product liability insurance cost based on large product.

Source: forbes.com/advisor/business-insurance/small-business-insurance-cost/

**Interest**

As we do not currently project having loans, we do not anticipate interest expenses for these Fiscal Years.

**Maintenance**

The baseline of 3% of the replacement asset value for our machinery will be used to calculate annual maintenance.

upkeep.com/learning/budget-for-equipment-maintenance/#:~:text=You%20should%20budget%20approximately%202,aids%20facility%20and%20maintenance%20managers.

**Miscellaneous**

This amount will scale with revenue to allow for unforeseen costs to be easily paid-for.

**Office Expenses**

Based on the source and size of business, we can project about $82 per employee per month on various office supplies. Source: smallbusiness.chron.com/average-cost-per-month-office-supplies-12771.html

**Operating Supplies**

For the first year to create a prototype two of the founding mechanical engineers have access to a machine shop on campus where we would be able to make the first prototype. After expanding and approving the prototype machines such as a sheet metal brake, drill press, lathe, laser cutter, and reflow oven are the basic machines to get our machine to be an attractive complete product for year 2. We expect to expand in year 3 to use our warehouse space to expand our product production to at least double.

Sources: https://baileigh.com/metalworking/press-brakes/vertical-press-brakes/bp-4830-tilting-beam- hydraulic-press-brake

https://www.grizzly.com/products/shop-fox-34-floor-radial-drill-press/w1670

https://baileigh.com/metalworking/drills-mills-lathes/metal-lathes/pl-1022vs-v2-bench-lathe

https://fslaser.com/Atlas-Alloy-4x8-flatbed-metal-cutting-fiber-laser/

https://www.pcbunlimited.com/t/smt-equipment/reflow-ovens

**Payroll Taxes**

Total Payroll Taxes are equal to 7.65% of Wages, composed of 6.2% for Social Security and 1.45% for Medicare.

**Permits and Licenses**

For the permits and licenses, it is required by the state in which you are operating of that you have you have it or the workers that are operating said machinery have taken it. Based off online findings, a certification course on the use of heavy machinery is estimated to be $14,000. Licensing and filling out paperwork for the permits can lead to a total cost of $150 to $450 of hourly in legal fees. This would be the initial cost for when the company enters year three. The legal fees will be the main expense in the first two years.

**Postage**

Since the actual delivery cost of our machines is separate, we anticipate postage will be minimal and focused on replacement parts and other miscellaneous cases. Estimate - $800 per quarter in FY2024, and $2,400 per quarter in FY2025 and FY2026.

Source: https://shipware.com/blog/how-to-calculate-shipping-costs-as-a-small-business/

**Professional Fees**

Various fees including Patent fees, Trademark fees, Incorporation fees, and Legal fees.

Provisional patent filing is estimated to cost $2,000 to $5,000, estimating $4,000 for Pro-forma. One patent in year one, and two in year two.

*Source:* [*https://www.forbes.com/advisor/business/how-to-file-provisional-patent*](https://www.forbes.com/advisor/business/how-to-file-provisional-patent)

Trademark fees are estimated at $950 per mark. One mark in year one and one in year two.

*Source:*[*https://www.patenttrademarkblog.com/costs/#:~:text=Trademark%20Costs&text=Here%20are%20filing%20estimates%20for,and%20%24350%20USPTO%20fee*](https://www.patenttrademarkblog.com/costs/#:~:text=Trademark%20Costs&text=Here%20are%20filing%20estimates%20for,and%20%24350%20USPTO%20fee)

Incorporation fees will include the fees to the State, registered agent, filer, and other legal fees associated with incorporation. To be safe, we are estimating about $2,000

*Sources:* [*https://www.nolo.com/legal-encyclopedia/how-much-does-it-cost-to-incorporate-your-business.html*](https://www.nolo.com/legal-encyclopedia/how-much-does-it-cost-to-incorporate-your-business.html)

[*https://dos.fl.gov/sunbiz/forms/fees/corporate-fees/*](https://dos.fl.gov/sunbiz/forms/fees/corporate-fees/)

Legal fees - We plan on hiring a lawyer on retainer for about $3,500, with an expected additional annual spend of $1,500 *Source: https://lawteam.com/how-much-does-a-florida-business-attorney-cost/*

**Property Taxes**

Since we do not plan on actually owning any property in this timespan, we expect to pay $0 in property taxes.

**Rent**

The first year with product development happening between the 6 co-founders we will use personal spaces such as homes/garages. The second year we will move into a centralized workspace whether it be a personal space or office space. The third year is when we will move into a 10,000 sq ft warehouse/office space to be the hub for our continued development and distribution of products.

Sources: https://www.warehousingandfulfillment.com/resources/warehousing-services-costs-pricing-rates-and-fees/

**Research and Development**

Parts for hardware development to create espresso as well as for data to feed to the AI:

Sources: https://www.kasensors.com/us/products/pressuretemperature-transducers

https://www.whitmancontrols.com/l25-series-side-mounted-stainless-steel-liquid-level-switch.html

https://p3america.com/oph-series/

https://www.te.com/usa-en/product-CAT-TCS0008.html

https://www.te.com/usa-en/product-3-1437567-3.html

https://www.te.com/usa-en/product-2108994-1.html

**Application development:**

The average cost to make an app is around $37,912 to $171,450 at a standard rate of $150/hour in the USA.

This can increase to $727,500 for complex enterprise apps based on the functionality to be implemented.

The minimum budget size for app development starts from $5,000 to $10,000 per app, although the actual cost of creating an app is likely to be more than that.

Source: https://www.spaceo.ca/blog/app-development-cost/

**3D Printing and Fabrication**

For Fused Deposition Modeling (FDM) 3D printing, 3D printer filament prices (for an everyday material like PLA or PETG) are around $20 to $50 per kilogram, or $60 to $120 for specialized engineering or support filaments. Entry-level industrial-quality stereolithography (SLA) resins cost around $50 per liter, and most professional options cost around $150 to $400.

Source: <https://ultimaker.com/learn/how-much-does-3d-printing-cost/>

**External Fabrication**

Electrical boards for controlling machine actuation and data collection $60 for 5 pieces assembled.

https://cart.jlcpcb.com/quote?edaOrderUrl=https%3A%2F%2Feasyeda.com%2Forder&electropolishingOnlyNo=no&achieveDate=72

**Testing and Quality Assurance**

For testing and quality assurance a lot of validation will need to be done in-house since most of the components will be custom made and the targets set for satisfaction will not be well established. As a result, many high-quality testing equipment read temperature, energy readings, and data processing. The total cost is dependent on the type of equipment purchased and can range from $500 to $25,000.

Sources:

<https://shop.byramlabs.com/collections/electric-meters>

<https://www.te.com/usa-en/products/sensors/temperature-sensors.html>

**Design Software Licenses**

There are many free, open-source 3D printing software for both modeling and slicing. Professional software can range from $75 to $2390 a year. Some professional software companies offer free trials, as well as free or discounted plans for students.

Source: https://www.trustradius.com/3d-printing

**Telephone**

We can get a nice VoIP phone system for $660/annually. source: signup.grasshopper.com

**Utilities**

We expect utilities to be based on a monthly average of $458.40 as reported by Forbes during our time in personal spaces (1). Utilities for a warehouse were calculated using average per square foot and GRU’s rates for water (2). Estimated daily use of 600 gallons of water per day at a rate of $0.004 per gallon (3,4).

Source: (1) <https://www.forbes.com/home-improvement/living/monthly-utility-costs-by-state/>

Source: https://www.forbes.com/home-improvement/living/monthly-utility-costs-by-state/  
 <https://www.gru.com/Portals/0/2022%20updates/FY2023%20Water%20rates.pdf> <https://www.warehousingandfulfillment.com/resources/warehousing-services-costs-pricing-rates-> and-fees/(2)https://www.warehousingandfulfillment.com/resources/warehousing-services-costs-pricing-rates-and-fees/  
3)https://www.gru.com/Portals/0/2022%20updates/FY2023%20Water%20rates.pdf

(4)https://baristaguild.coffee/blog/water-usage-in-the-cafe-at-the-farm-and-in-the-future-episode- 3-the-future#\_ftnref5

**Vehicle Expenses**

The vehicle expenses we will incur for the first year of the company will be enrolling in a 2-year lease for a company truck to enable us to transport any equipment for the prototyping of the product. Based off of the findings of a local dealership the estimated cost for a large vehicle is approximately $44,230. We would enter into a three-year lease to pay for the vehicle which would result in a monthly cost of $1,228. In addition, there will be insurance and gas expenses that will also need to be factored in. This can be approximated to $2,600 in gas, $1,200 annual insurance and $2,000 in annual maintenance fees.

Source: https://www.hondaofgainesville.com/inventory/new-2023-honda-passport-trailsport-awd-4d-sport-utility-5fnyf8h64pb043311/

**Wages**

For the 1st year, the 6 co-founders will receive a $10,000 annual compensation and receive about 16% ownership equity. In year 2, the owners will receive $20-$30,000 annual compensation when the company begins to generate income from Espresso machine pre-orders. Additional start-up roles for Sales and Marketing, AI Engineer, Firmware Engineer and culinary experts will be paid with equity compensation and lower than market rate bringing team to 11 members. In year 3, the company will be able to pay closer to the market rate to employees, expanding sales and engineering team to 20 employees.

Source: Glassdoor

**Apple dev license –** Apple $100/year

**Google dev license –** Google play store - $25

**AWS services:**

The estimated AWS expenses for each year are as follows: In the first year, projected costs are $3,982, covering EC2, RDS, S3 storage, and data transfer. Moving into the second year, expenses rise slightly to $4,162 due to the expansion of EC2 and RDS capacity, along with increased S3 storage and data transfer needs. In the third year, estimated costs escalated to $8,054, reflecting a significant capacity expansion for EC2 and RDS, resulting in higher acquisition costs, as well as increased S3 storage and data transfer expenses.

**A/B Testing** - Based on no.of users (per 100k user testing) assuming 8-11% eligible users, First Year Expenses - Google Optimize (Starting months): Free, ABTasty: $480/year, Crazy Egg: $300/year, Covertize: $708/year

**Online Payment gateway services:** PayPal - $0.49 + 3.49%, no monthly fee, Stripe - 2.9% + $0.30, $0 monthly fee, Braintree - $0.49 + 2.59%, PayPal included, Square - $0.3 + 2.9%, no monthly fee, Payment Depot - $79 monthly, for 250000$ transactions annually - 950$ annually

**Data Analysis**- Power Bi Pro - $10/month, Power BI Pro: $120/year

**Development Tools:** JetBrains provides powerful IDEs for Java development, while GitHub facilitates collaboration and version control for the development team.

* JetBrains IDEA Ultimate Subscription: $499/year per user
* GitHub: Starting from $48/user/year

**AI Services**: Google Cloud AI Platform provides comprehensive AI services and tools for building and deploying AI models, including the AI recommender and chatbot features of the Java Genie app.

* Google Cloud AI Platform: $1,200/year

**CRM Software (Salesforce):** Offers customer relationship management software.Estimated Cost: $300 - $3,600 per user per year

**Content Management System (WordPress)**: Provides website content management and hosting. Price: $100 - $500 per year

**Email Marketing and Automation (Mailchimp)**: Offers email marketing and automation tools. Price: $10 - $300 per month, or $120 - $3,600 per year

**Customer Support and Helpdesk (Zendesk):** Provides customer support and helpdesk solutions. Price: $20 - $150 per user per month, or $240 - $1,800 per user per year

**Accounting and Financial Management (QuickBooks Online):** Offers accounting and financial management software. Price: $15 - $150 per month, or $180 - $1,800 per year

**Project Management and Task Tracking (Asana):** Provides project management and task tracking tools. Price: $10 - $30 per user per month, or $120 - $360 per user per year

**Document Collaboration and Storage (Google Workspace)**: Offers document collaboration and storage solutions. Price: $6 - $25 per user per month, or $72 - $300 per user per year

**Customer Feedback and Survey Software (SurveyMonkey):** Provides customer feedback and survey solutions. Price: $25 - $100 per user per month, or $300 - $1,200 per user per year

**Antivirus and Endpoint Protection:** These tools provide essential protection against malware, ransomware, and other cyber threats for all devices used within the company. Bitdefender, McAfee, Symantec, Price: Approximately $30 - $60 per device per year

**Firewall and Network Security:** Firewalls are essential for securing the network perimeter and controlling incoming and outgoing traffic to prevent unauthorized access and cyber-attacks. Cisco, Palo Alto Networks, Fortinet, Price: Firewall appliances range from $500 to $10,000 or more, with annual subscriptions costing $500 - $5,000 per year.

**Penetration Testing and Vulnerability Assessment**: Regular penetration testing, and vulnerability assessments help identify and remediate security weaknesses in the systems and infrastructure before they can be exploited by cyber attackers. Rapid7, Tenable, Qualys Price: Penetration testing services may cost $5,000 - $20,000 per engagement, while vulnerability assessment tools may have annual subscription fees of $2,000 - $10,000.

Based on no of employees, and no of users and customers, the expected first-year expenses for software technologies would be a minimum of 12000$, with a slight increase in costs for next year making the costs nearly $15,500. We expect to see a significant increase in both the number of employees, customers and quantities of data attached to everyone subsequentially increasing the demand for and usage of these tools. So, in the third year, the expenses escalate to nearly $21,000

**Intrusion Detection and Prevention Systems (IDPS):** IDPS tools monitor network traffic for suspicious activity and help detect and prevent cyber threats such as intrusions, exploits, and malware attacks. Snort, Suricata, Cisco, Firepower, Price: IDPS solutions may cost $1,000 - $5,000 per year for software licenses, plus additional fees for hardware appliances if required.

**Social Media Campaigns (Hootsuite):** Hootsuite streamlines social media management tasks, saves time, and enables efficient campaign execution and tracking, essential for maintaining a consistent online presence. Provides social media management tools. Price: Starting at $19 per month, or approximately $228 per year

**Trade Shows and Events:** We will set budget at $100,000 for annual tradeshows to allow us to attend 2 major tradeshows per year starting in year 2. Tradeshow budget is variable, but ultimately up to the company attending to determine how much they want to spend to get their product seen. Getting a $10,000 booth is a starting point, will budget for bringing 2-3 salespersons or brand ambassadors to attend. Tradeshows such as CES, Tech Crunch Disrupt, and SXSW are high attendance events from businesses across disciplines. The 100K budget includes cost of event, booth, booth design, printed materials, travel, lodging, meals, and coffee samples to give out to attendees.