

EXPENSES

	MARKETING	PRODUCT DEVELOPMENT	GENERAL & ADMINISTRATIVE	TOTAL
Q1 Y1	\$6,250	\$30,000	\$4,413	\$10,663
Q2 Y1	\$6,250	\$40,000	\$4,413	\$10,663
Q3 Y1	\$6,250	\$50,000	\$17,288	\$73,538
Q4 Y1	\$6,250	\$65,000	\$19,938	\$91,188
Q1 Y2	\$9,375	\$66,563	\$22,163	\$98,100
Q2 Y2	\$9,375	\$81,563	\$32,388	\$123,325
Q3 Y2	\$9,375	\$81,563	\$32,388	\$123,325
Q4 Y2	\$9,375	\$81,563	\$32,388	\$123,325
Q1 Y3	\$12,500	\$83,125	\$19,463	\$115,088
Q2 Y3	\$12,500	\$83,125	\$19,463	\$115,088
Q3 Y3	\$12,500	\$83,125	\$19,463	\$115,088
Q4 Y3	\$12,500	\$83,125	\$19,463	\$115,088
Q1 Y4	\$21,875	\$84,688	\$22,350	\$128,913
Q2 Y4	\$21,875	\$84,688	\$22,350	\$128,913
Q3 Y4	\$21,875	\$84,688	\$22,350	\$128,913
Q4 Y4	\$21,875	\$84,688	\$22,350	\$128,913
Q1 Y5	\$37,500	\$86,250	\$25,900	\$149,650
Q2 Y5	\$37,500	\$86,250	\$25,900	\$149,650
Q3 Y5	\$37,500	\$86,250	\$25,900	\$149,650
Q4 Y5	\$37,500	\$86,250	\$25,900	\$149,650

FINANCIAL PROJECTIONS

YEAR	QUARTER	RECEIVABLES	ACCOUNTS RECEIVABLE	PAYABLES	ACOUNTS PAYABLE
		CURRENT QUARTER	TOTAL	CURRENT QUARTER	TOTAL
2016	1	\$7,500	\$2,500	\$19,124	\$6,375
	2	\$9,375	\$3,125	\$23,905	\$7,968
	3	\$9,375	\$3,125	\$23,905	\$7,968
	4	\$11,250	\$3,750	\$28,686	\$9,562
2017	1	\$30,000	\$10,000	\$53,903	\$17,968
	2	\$37,500	\$12,500	\$67,379	\$22,460
	3	\$37,500	\$12,500	\$67,379	\$22,460
	4	\$45,000	\$15,000	\$80,855	\$26,952
2018	1	\$60,000	\$20,000	\$69,965	\$23,322
	2	\$75,000	\$25,000	\$87,456	\$29,152
	3	\$75,000	\$25,000	\$87,456	\$29,152
	4	\$90,000	\$30,000	\$104,948	\$34,983
2019	1	\$150,000	\$50,000	\$131,090	\$43,697
	2	\$187,500	\$62,500	\$163,863	\$54,621
	3	\$187,500	\$62,500	\$163,863	\$54,621
	4	\$225,000	\$75,000	\$196,635	\$65,545
2020	1	\$300,000	\$100,000	\$232,210	\$77,403
	2	\$375,000	\$125,000	\$290,263	\$96,754
	3	\$375,000	\$125,000	\$290,263	\$96,754
	4	\$450,000	\$150,000	\$348,315	\$116,105