

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 |