**MiaSeen**



Explanation

Information regarding companies that offer similar services is not widely available. To come up with the numbers, the following sources used: IBISWorld, FREELANCER’s Financial Report and Director’s report, Inc.com, TechCrunch, Crowdfunding.com, and Startup Specialists Networks. The first year statement is the year the website actually launches and is operational. First, we looked at Freelancer.com which is one of the companies that offers a similar service to us. Freelancer.com company was founded in 2004 but had statistics as of 2009. During 2009, it had 1,000,000 users posting 475,000 jobs. I took the growth rates found in the IBISWorld database and reduced the number of users of Freelancer year on year until I got to 2004. This showed me that according to market research, Freelancer.com would have had 93,203 users in 2004. To more accurately apply it to our company, I took the market research, which indicates that our industry will only grow 16.5% on average over the next 5 years, and applied it to the 93,203 users. By doing this, I assumed that during our first year of our operations, MiaSeen would only have 15,565 users. The next task was to find the ratio of users to jobs, to be accurate I divided 1,000,000 users by 475,000 jobs in 2009, and I got 2.11. Then I took the number of users and divided by 2.11 to find the number of jobs, which was 7,420.

MiaSeen has a few revenue streams. The streams are from financing activities, operating activities, and marketing activities. During our first year of operation, it would be highly unlikely that we would generate revenue from advertisements or the companies that we have become shareholders. Therefore, I concentrated on the revenue that would be received from financing of companies through mostly crowdfunding. Using the average amount raised per campaign on 4 different crowdfunding websites you get $49,750. I then took this figure and multiplied it to the number of jobs (7,420), and I got $369,145,000. Since our fee is only 2.5%, I multiplied $369, 145,000 by 2.5% and received the total revenue amount for our first year of operation as $9,228,625.00. Then I used the internet to find the average costs of each expense that would apply to MiaSeen.

In the expenditure section, you can see there are two types of categories: forums and payment to investors. Forums are small expos in different cities strategically placed on all continents that show case the companies made with the assistance of MiaSeen. That yearly number has the costs of renting the space needed, hiring of temporary staff and airline tickets for the two founders. The second category is that we hope to raise $900,000 through investment in return for a 10% stake. A payment will be made yearly to the investor(s) amounting to 10% of our revenue. For year 2, I grew the revenues by 20% due to market research on IBISWORLD suggesting that our industry will grow 20% in 2019. In addition, I also factored advertisement income in the revenue. I averaged the income by $17.70 per 1,000 users. For the third year, I grew the revenues by 15% due to market research on IBISWORLD suggesting that our industry will grow 15% in 2020. I added the income from advertisements on the same scale as previously used, but this time I also added the 5% income we would gain from the companies that had been started in year 1. I divided the total number of companies started in year 1 by 2 because of the 50% business fail rate. Then I multiplied $250,000 (average retained earnings of each remaining company) to the number of remaining companies. I then added this figure to the revenue from funding activities and advertising revenue of year 3 and received the total revenue.