

OneCard

	Year 1	Year 2	Year 3
INCOME			
Revenues			
Subscription Fee	\$ 1.99	\$ 2.99	\$ 2.99
Total Number of Customers	740,480	1,480,960	2,665,728
<i>Net sales revenue</i>	\$ 17,682,662	\$ 53,136,845	\$ 95,646,321
EXPENSES			
Customer Acquisition Costs	\$ 25,916,800	\$ 37,024,000	\$ 53,314,560
Advertising Expenses	\$ 500,000	\$ 750,000	\$ 1,000,000
Salaries/wages	\$ 4,099,779	\$ 5,637,196	\$ 7,441,099
IT Implementation	\$ 350,000	\$ -	\$ -
IT Support	\$ 195,000	\$ 325,000	\$ 390,000
Equipment	\$ 26,000	\$ 6,500	\$ 6,500
Office Setup	\$ -	\$ 17,500	\$ 3,500
Administrative Expenses	\$ 5,000	\$ 5,000	\$ 5,000
Total Expenses	\$ 31,092,579	\$ 43,765,196	\$ 62,160,659
Net Profit	\$ (13,409,917)	\$ 9,371,649	\$ 33,485,662

Customer Growth Rate	N/A	100%	80%
CAC	\$ 35.00	\$ 25.00	\$ 20.00
OpEx Margin	176%	82%	65%
Profit Margin	-76%	18%	35%