

A large, white, inflatable astronaut figure is the central focus, floating in the air. The astronaut is wearing a white spacesuit with a large, gold-tinted visor. The figure is positioned in the upper half of the frame. Below it, a dense crowd of people is gathered, looking up at the inflatable. The background shows palm trees and festival lights, suggesting an outdoor event at dusk or night. The overall scene is festive and celebratory.

# PIXT

## FINANCIAL PROJECTION SUMMARY

## REVENUE PROJECTION (USD)

Revenue Stream	*2017	2018	2019	2020
Media License Revenue	135,000	547,500	2,737,500	5,475,000
Subscription	0	150,000	300,000	600,000
Ad Revenue	0	233,244	1,166,220	3,762,000
<b>TOTAL</b>	<b>135,000</b>	<b>930,744</b>	<b>4,203,720</b>	<b>9,837,000</b>

Note:

1. Currency conversion rate: US\$1 : S\$1.40
2. \*2017 starting October after seed round

## PERSONNEL PROJECTION (USD)

Department	*2017	2018	2019	2020
<b>1. Administration</b>				
1.1 HR and Office Support	29,250	58,500	58,500	58,500
1.2 Finance	0	64,768	64,768	64,768
SUBTOTAL	29,250	123,268	123,268	123,268
<b>2. MANAGEMENT</b>				
2.1 CEO	30,000	60,000	96,000	96,000
2.2 CTO	30,000	60,000	120,000	120,000
2.3 CMO	0	0	60,000	96,000
SUBTOTAL	60,000	120,000	276,000	312,000
<b>3. Business Development</b>				
3.1 Sale Executive	0	34,473	68,946	68,946
3.2 Sale Assistant	0	0	40,116	80,232
SUBTOTAL	0	34,473	109,062	149,178
<b>4. Production</b>				
4.1 Project Manager	0	137,893	137,893	137,893
4.2 IOS Developer*	40,000	80,000	80,000	80,000
4.3 Android Developer**	39,000	78,000	78,000	78,000
4.4 Back End Developer***	35,500	71,000	71,000	71,000
4.5 AI Developer****	44,500	89,000	89,000	89,000
4.6 Production Support	0	376,071	376,071	376,071
SUBTOTAL	159,000	831,964	831,964	831,964
<b>TOTAL</b>	<b>248,250</b>	<b>1,109,705</b>	<b>1,340,294</b>	<b>1,416,410</b>

**Note:**

1. Currency conversion rate: US\$1 : S\$1.40
2. \*2017 starting October after seed round
3. Changes in cost relates only to head count. No increment or bonus is expected.
4. Position salary are based on average of:
  - \*[http://www.payscale.com/research/US/Job=iOS\\_Developer/Salary](http://www.payscale.com/research/US/Job=iOS_Developer/Salary)
  - \*\*[http://www.payscale.com/research/US/Job=Android\\_Software\\_Developer/Salary](http://www.payscale.com/research/US/Job=Android_Software_Developer/Salary)
  - \*\*\*[http://www.payscale.com/research/US/Job=Back\\_End\\_Developer%2f\\_Engineer/Salary](http://www.payscale.com/research/US/Job=Back_End_Developer%2f_Engineer/Salary)
  - \*\*\*\*[http://www.payscale.com/research/US/Job=AI\\_Programmer/Salary](http://www.payscale.com/research/US/Job=AI_Programmer/Salary)

## INCOME STATEMENT (USD)

	*2017	2018	2019	2020
<b>1. Revenue</b>				
1.1 Media License Revenue	135,000	547,500	2,737,500	5,475,000
1.2 Subscription	0	150,000	300,000	600,000
1.3 Ad Revenue	0	233,244	1,166,220	3,762,000
TOTAL	135,000	930,744	4,203,720	9,837,000
<b>2. Operation Expense</b>				
2.1 Audit fees	5,000	7,500	7,500	7,500
2.2 Incorporation fee	5,000	0	0	0
2.3 Secretarial fee	1,000	1,000	1,000	1,000
2.4 Other Professional fees	10,000	15,000	30,000	30,000
TOTAL	21,000	23,500	38,500	38,500
<b>3. Other OPEX</b>				
3.1 Cloud & website	18,036	70,300	351,500	703,000
3.2 Depreciation & Amortization	18,100	32,433	35,000	35,000
3.3 Insurance	7,000	13,000	14,000	14,000
3.4 Internet	1,500	1,500	1,500	1,500
3.5 Marketing	120,000	180,000	360,000	360,000
3.6 Office expenses	2,400	3,600	7,200	7,200
3.7 Rental & Utilities	60,000	120,000	120,000	120,000
3.8 Misc office expenses	12,000	18,000	36,000	36,000
3.9 Outsourced service	60,000	90,000	180,000	180,000
3.10 Payroll	248,250	1,109,705	1,340,294	1,416,410
3.11 Telecommunications	3,000	5,500	6,000	6,000
3.12 Travelling	18,000	27,000	54,000	54,000
3.13 Licensing	6,750	27,375	0	0
3.14 Other OPEX	11,501	33,968	50,110	58,662
TOTAL	586,537	1,732,381	2,555,604	2,991,772
<b>TOTAL EXPENSE</b>	<b>607,537</b>	<b>1,755,881</b>	<b>2,594,104</b>	<b>3,030,272</b>
Profit before Tax	(472,537)	(825,137)	1,609,616	6,806,728
Tax	0	0	273,634.72	1,157,143.76
Net Income	(472,537)	(825,137)	1,335,981.28	5,649,584.24
<b>EBITDA</b>	<b>(454,437)</b>	<b>(792,704)</b>	<b>1,370,981.28</b>	<b>5,684,584.24</b>

**Note:**

1. Currency conversion rate: US\$1 : S\$1.40
2. \*2017 starting October after seed round

## BALANCE SHEET PROJECTION (USD)

	*2017	2018	2019	2020
<b>Current Assets</b>				
Cash in Bank	969	(142,170)	2,862,915	12,655,468
AR- Media License	67,500	273,750	821,250	547,500
AR- Subscription	0	75,000	30,000	30,000
AR - Ad Revenue	0	209,920	699,732	1,881,000
Deposit	30,000	30,000	30,000	30,000
SUBTOTAL	98,469	446,500	4,443,897	15,143,968
<b>Fixed Assets</b>				
Computer	20,800	36,800	40,000	40,000
Peripherals	2,000	2,000	2,000	2,000
Software	7,000	13,000	14,000	14,000
Office Equipment	14,000	26,000	28,000	28,000
Mobile Phones	3,500	6,500	7,000	7,000
Others	7,000	13,000	14,000	14,000
Accumulative Depreciation	(18,100)	(50,533)	(85,533)	(66,233)
SUBTOTAL	36,200	46,767	19,467	38,767
<b>TOTAL ASSETS</b>	<b>134,669</b>	<b>493,267</b>	<b>4,463,364</b>	<b>15,182,735</b>
<b>Current Liabilities</b>				
Payable	97,206	280,941	415,057	484,884
SUBTOTAL	97,206	280,941	415,057	484,884
<b>Equity</b>				
Share Capital	10,000	10,000	10,000	5,010,000
Preference Shares	500,000	1,500,000	4,000,000	4,000,000
Retained Earning	(472,537)	(1,297,674)	38,307	5,687,891
SUBTOTAL	37,463	212,326	4,048,307	14,697,891
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>134,669</b>	<b>493,267</b>	<b>4,463,364</b>	<b>15,182,775</b>
TOTAL ASSETS LESS CURRENT LIABILITIES	37,463	212,326	4,048,307	14,697,891
CURRENT ASSETS LESS CURRENT LIABILITIES	1,263	165,559	4,028,840	14,659,084

PAYMENT RATE		COLLECTION RATE				
% of Expense	84.00%		2017	2018	2019	2020
	2017	Media License	50.00%	50.00%	70.00%	90.00%
Payable days	0	Subscriptions	0.00%	50.00%	90.00%	95.00%
Payable Months	0.00	Ad Revenue	0.00%	10.00%	40.00%	50.00%
Payable Months	0.00	Receivable Days	182.5	219.08753	134.6684437	91.22217139
		Receivable Months	6.08	7.30	4.49	3.04

## CASH FLOW (USD)

	*2017	2018	2019	2020
<b>Operating Activities</b>				
Net income	(472,537)	(825,138)	1,335,981	5,649,584
Add: Depreciation	18,100	32,433	35,000	35,000
Cashflow before operating activities	(454,437)	(792,704)	1,370,981	5,684,584
Increase in Receivables	(67,500)	(491,170)	(992,312)	(907,518)
Increase Payables	97,206	183,735	134,116	69,787
Interest Expense	0	0	0	0
Increase Deposits	(30,000)	0	0	0
Tax Paid	0	0	0	0
<b>SUBTOTAL</b>	<b>(454,731)</b>	<b>(1,100,139)</b>	<b>512,785</b>	<b>4,846,853</b>
<b>Investing Activities</b>				
Purchase of Fixed Assets	(54,300)	(43,000)	(7,700)	(54,300)
<b>SUBTOTAL</b>	<b>(54,300)</b>	<b>(43,000)</b>	<b>(7,700)</b>	<b>(54,300)</b>
<b>Financing Activities</b>				
Increase in Common Stock	10,000	0	0	5,000,000
Increase in Preference Stock	500,000	1,000,000	2,500,000	0
<b>SUBTOTAL</b>	<b>510,000</b>	<b>1,000,000</b>	<b>2,500,000</b>	<b>5,000,000</b>
Net Change in Cash	969	(143,139)	3,005,085	9,792,553
Preference Shares	0	969	(142,170)	2,862,915
Retained Earning	969	(142,170)	2,862,915	12,655,468

Note:

1. Currency conversion rate: US\$1 : S\$1.40
2. \*2017 starting October after seed round

## PPE SCHEDULE (USD)

	2017	2018	2019	2020	2017	2018	2019	2020
Opening	Cost				Depreciation			
Computers (2017)	20,800	20,800	20,800	0	6,933	6,933	6,933	0
Peripherals (2017)	2,000	2,000	2,000	0	667	667	667	0
Software (2017)	7,000	7,000	7,000	0	2,333	2,333	2,333	0
Office Equipment (2017)	14,000	14,000	14,000	0	4,667	4,667	4,667	0
Mobile phones (2017)	3,500	3,500	3,500	0	1,167	1,167	1,167	0
Others (2017)	7,000	7,000	7,000	0	2,333	2,333	2,333	0
Computers (2018)	0	16,000	16,000	16,000	0	5,333	5,333	5,333
Peripherals (2018)	0	0	0	0	0	0	0	0
Software (2018)	0	6,000	6,000	6,000	0	2,000	2,000	2,000
Office Equipment (2018)	0	12,000	12,000	12,000	0	4,000	4,000	4,000
Mobile phones (2018)	0	3,000	3,000	3,000	0	1,000	1,000	1,000
Others (2018)	0	6,000	6,000	6,000	0	2,000	2,000	2,000
Computers (2019)	0	0	3,200	3,200	0	0	1,067	1,067
Peripherals (2019)	0	0	0	0	0	0	0	0
Software (2019)	0	0	1,000	1,000	0	0	333	333
Office Equipment (2019)	0	0	2,000	2,000	0	0	667	667
Mobile phones (2019)	0	0	500	500	0	0	167	167
Others (2019)	0	0	1,000	1,000	0	0	333	333
Computers (2020)	0	0	0	20,800	0	0	0	6,933
Peripherals (2020)	0	0	0	2,000	0	0	0	667
Software (2020)	0	0	0	7,000	0	0	0	2,333
Office Equipment (2020)	0	0	0	14,000	0	0	0	4,667
Mobile phones (2020)	0	0	0	3,500	0	0	0	1,167
Others (2020)	0	0	0	7,000	0	0	0	2,333
<b>Total</b>	<b>54,300</b>	<b>97,300</b>	<b>105,000</b>	<b>105,000</b>	<b>18,100</b>	<b>32,433</b>	<b>35,000</b>	<b>35,000</b>

**PPE SCHEDULE (USD)**

	2017	2018	2019	2020	2017	2018	2019	2020
<b>Opening</b>	<b>Accumulated Depreciation</b>				<b>Book Value</b>			
Computers (2017)	6,933	13,867	20,800	0	13,867	6,933	0	0
Peripherals (2017)	667	1,333	2,000	0	1,333	667	0	0
Software (2017)	2,333	4,667	7,000	0	4,667	2,333	0	0
Office Equipment (2017)	4,667	9,333	14,000	0	9,333	4,667	0	0
Mobile phones (2017)	1,167	2,333	3,500	0	2,333	1,167	0	0
Others (2017)	2,333	4,667	7,000	0	4,667	2,333	0	0
Computers (2018)	0	5,333	10,667	16,000	0	10,667	5,333	0
Peripherals (2018)	0	0	0	0	0	0	0	0
Software (2018)	0	2,000	4,000	6,000	0	4,000	2,000	0
Office Equipment (2018)	0	4,000	8,000	12,000	0	8,000	4,000	0
Mobile phones (2018)	0	1,000	2,000	3,000	0	2,000	1,000	0
Others (2018)	0	2,000	4,000	6,000	0	4,000	2,000	0
Computers (2019)	0	0	1,067	2,133	0	0	2,133	1,067
Peripherals (2019)	0	0	0	0	0	0	0	0
Software (2019)	0	0	333	667	0	0	667	333
Office Equipment (2019)	0	0	667	1,333	0	0	1,333	667
Mobile phones (2019)	0	0	167	333	0	0	333	167
Others (2019)	0	0	333	667	0	0	667	333
Computers (2020)	0	0	0	6,933	0	0	0	13,867
Peripherals (2020)	0	0	0	667	0	0	0	1,333
Software (2020)	0	0	0	2,333	0	0	0	4,667
Office Equipment (2020)	0	0	0	4,667	0	0	0	9,333
Mobile phones (2020)	0	0	0	1,167	0	0	0	2,333
Others (2020)	0	0	0	2,333	0	0	0	4,667
<b>TOTAL</b>	<b>18,100</b>	<b>50,533</b>	<b>85,533</b>	<b>66,233</b>	<b>36,200</b>	<b>46,767</b>	<b>19,467</b>	<b>38,767</b>



# THANK YOU!

## **TELEPHONIC:**

+66 6 4982 5564

## **ELECTRONIC:**

MICHAEL LISBOA / CREATIVE / MICHAEL@WEAREKIZMO.COM

KITTY CHOPAKA / PROCESS / KITTY@WEAREKIZMO.COM

VICKY CHEN / BUSINESS / VICKY@WEAREKIZMO.COM

## **WEBIFONIC:**

WWW.PIXT.US