

Startup Expenses

Requirements	
Startup Expenses	
Corporate Package	\$10,000
Bookkeeping & Accounting	\$2,000
Consulting Services	\$50,000
Additional Consulting, Coaching, & Training	\$850
Business Licenses	\$10
Pre-Opening Insurance	\$500
Pre-Opening Rent	\$0
Pre-Opening Utilities	\$300
Pre-Opening Payroll	\$2,000
Pre-Opening Advertising	\$1,000
Printed Materials	\$250
Office Supplies	\$300
Trade Supplies	\$200
Website	\$500
Miscellaneous & Other Expenses	\$1,000
Total Startup Expenses	\$69,000
Startup Assets	
Cash Required	\$7,500
Startup Inventory	\$20,000
Other Current Assets	\$500
Long-Term Assets	\$3,000
Total Assets	\$31,000
Total Requirements	\$100,000

Startup Funding

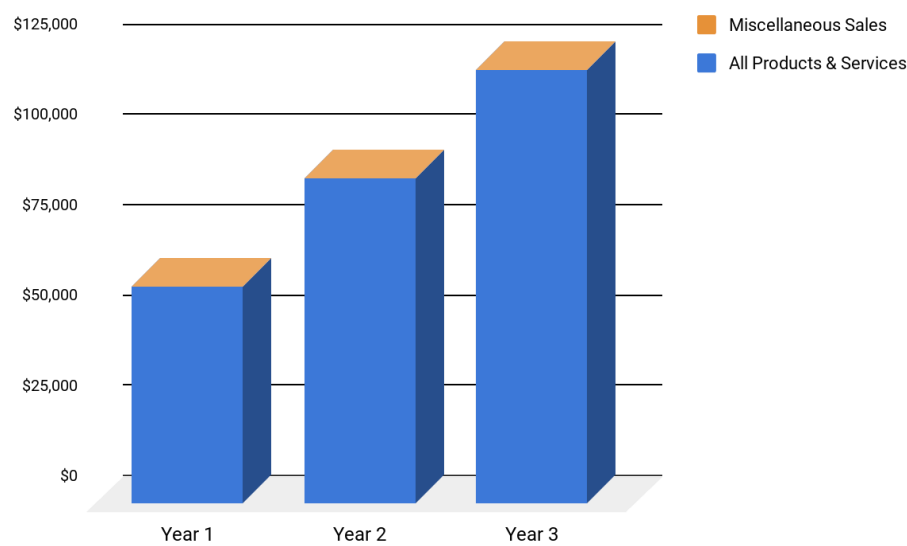
Startup Funding	
Startup Expenses to Fund	\$69,000
Startup Assets to Fund	\$31,000
Total Funding Required	\$100,000
Assets	
Non-Cash Assets from Startup	\$23,500
Cash Requirements from Startup	\$7,500
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$7,500
Total Assets	\$31,000

Startup Funding	
Liabilities & Capital	
Liabilities	
Current Borrowing	\$0
Long-Term Liabilities	\$100,000
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (Interest-Free)	\$00
Total Liabilities	\$100,000
Capital	
Planned Investment	\$0
Owner's Savings or Personal Borrowings	\$0
Other	\$0
Additional Investment Requirement	\$0
Total Planned Investment	\$0
Loss at Startup (Startup Expenses)	(\$69,000)
Total Capital	(\$69,000)
Total Capital & Liabilities	\$31,000
Total Funding	\$100,000

Sales Forecast

Sales Forecast			
Sales	Year 1	Year 2	Year 3
All Products & Services	\$60,000	\$90,000	\$120,000
Miscellaneous Sales	\$0	\$0	\$0
Total Sales	\$60,000	\$90,000	\$120,000
Direct Cost of Sales	Year 1	Year 2	Year 3
All Products & Services	\$30,000	\$45,000	\$60,000
Miscellaneous Direct Costs of Sales	\$0	\$0	\$0
Subtotal Direct Cost of Sales	\$30,000	\$45,000	\$60,000

Sales by Year



Personnel

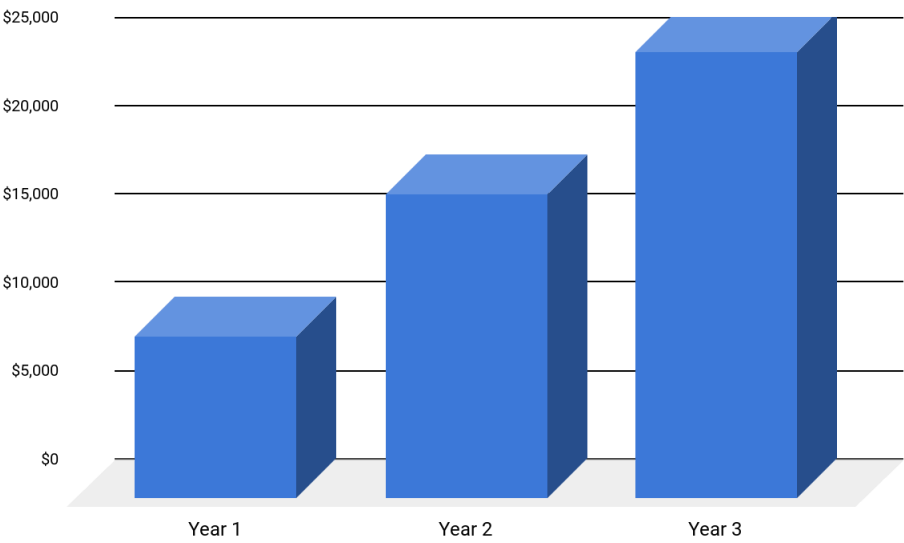
Personnel Plan			
	Year 1	Year 2	Year 3
Joanna Smith, Managing Member	\$6,000	\$12,180	\$18,545
Jobs Created At Startup	\$0	\$0	\$0
Jobs Created After Funding	\$0	\$0	\$0
Total People	1	1	1
Total Payroll	\$6,000	\$12,180	\$18,545

Profit & Loss

Pro Forma Profit & Loss			
Sales	Year 1	Year 2	Year 3
Sales	\$60,000	\$90,000	\$120,000
Direct Cost of Sales	\$30,000	\$45,000	\$60,000
Other Costs of Sales	\$0	\$0	\$0
Total Cost of Sales	\$30,000	\$45,000	\$60,000
Gross Margin	\$30,000	\$45,000	\$60,000
Gross Margin %	50.00%	50.00%	50.00%
Expenses	Year 1	Year 2	Year 3
Payroll	\$6,000	\$12,180	\$18,545
Payroll Taxes	\$1,080	\$2,192	\$3,338
Depreciation	\$600	\$600	\$600
Employee Benefits	\$0	\$0	\$0
Rent	\$0	\$0	\$0
Utilities	\$1,200	\$1,254	\$1,317
Telephone	\$600	\$614	\$644
Insurance	\$960	\$1,003	\$1,028
Auto Expenses	\$0	\$0	\$0
Legal, Accounting, & Professional	\$600	\$614	\$629
Office Supplies & Expenses	\$300	\$307	\$314
Repairs, Maintenance, & Cleaning	\$0	\$0	\$0
Business Travel (Conferences, etc.)	\$600	\$614	\$629
Website and Hosting	\$600	\$614	\$629
Marketing & Advertising	\$1,200	\$1,254	\$1,317
Miscellaneous	\$600	\$614	\$629
Total Operating Expenses	\$14,340	\$21,858	\$29,619

Pro Forma Profit & Loss			
Profit	Year 1	Year 2	Year 3
Profit Before Interest & Taxes	\$15,660	\$23,142	\$30,381
EBITDA	\$16,260	\$23,742	\$30,381
Interest Expense	\$6,458	\$5,893	\$5,143
Taxes Incurred	\$0	\$0	\$0
Net Profit	\$9,2020	\$17,249	\$25,238
Net Profit/Sales %	15.34%	19.17%	21.03%

Profit Yearly



Cash Flow Statement

Pro Forma Cash Flow			
Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$60,000	\$90,000	\$120,000
Total Cost of Sales	\$60,000	\$90,000	\$120,000
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (Interest-Free)	\$0	\$0	\$0
New Long-Term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-Term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
Subtotal Cash Received	\$60,000	\$90,000	\$120,000
Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending	\$6,000	\$12,180	\$18,545
Bill Payments	\$44,198	\$59,806	\$75,574
Total Cost of Sales	\$50,198	\$71,986	\$94,119
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-Term Liabilities Principal Repayment	\$14,286	\$14,286	\$14,286
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-Term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
Subtotal Cash Spent	\$64,484	\$86,272	\$108,405
Net Cash Flow	(\$4,484)	\$3,728	\$11,595
Cash Balance	\$3,016	\$6,743	\$18,338

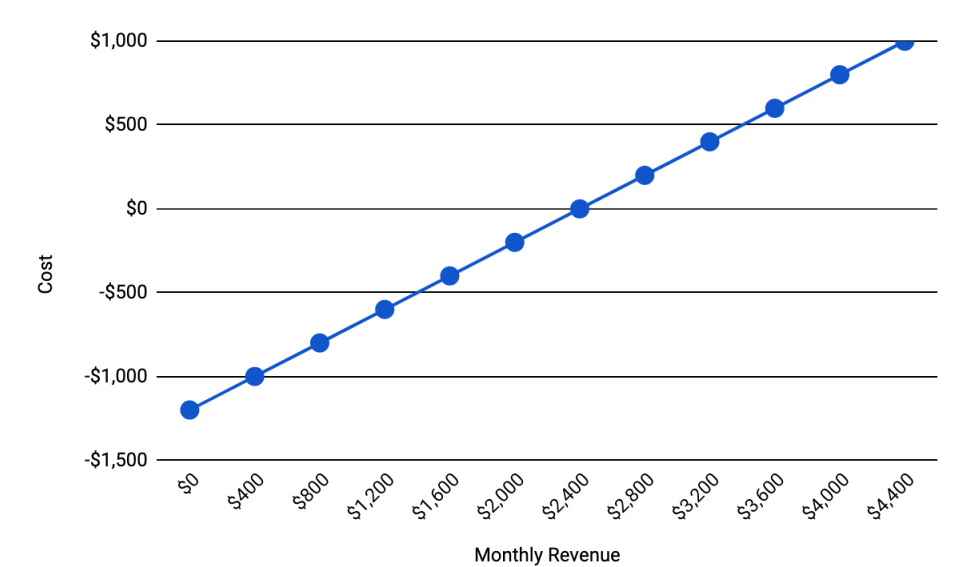
Projected Balance Sheet

Pro Forma Balance Sheet			
Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$3,016	\$6,743	\$18,338
Inventory	\$20,000	\$20,000	\$20,000
Other Current Assets	\$500	\$500	\$500
Total Current Assets	\$23,516	\$27,243	\$38,838
Long-Term Assets			
Long-Term Assets	\$3,000	\$3,000	\$3,000
Accumulated Depreciation	\$600	\$1,200	\$1,8000
Total Long-Term Assets	\$2,400	\$1,800	\$1,200
Total Assets	\$25,916	\$29,043	\$40,038
Liabilities & Capital	Year 1	Year 2	Year 3
Current Liabilities			
Accounts Payable	\$0	\$164	\$207
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
Subtotal Current Liabilities	\$0	\$164	\$207
Long-Term Liabilities	\$85,714	\$71,428	\$57,142
Total Liabilities	\$85,714	\$71,592	\$57,349
Paid-In Capital	\$0	\$0	\$0
Retained Earnings	(\$69,000)	(\$59,798)	(\$42,549)
Earnings	\$9,202	\$17,249	\$25,238
Total Capital	(\$59,798)	(\$42,549)	(\$17,311)
Total Liabilities & Capital	\$25,916	\$29,043	\$40,038
Net Worth	(\$59,798)	(\$42,549)	(\$17,311)

Break-Even Analysis

Break-Even Analysis	
Monthly Revenue Break-Even	\$2,390
Assumptions	
Average Percent Variable Cost	50.00%
Estimated Monthly Fixed Cost	\$1,195

Break-Even Analysis Chart



Business Ratio Analysis

Ratio Analysis				
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	N/A	50.00%	33.33%	-0.64%
Percent of Total Assets				
Other Current Assets	1.93%	1.72%	1.25%	40.03%
Total Current Assets	90.74%	93.8%	97.00%	76.45%
Long-Term Assets	9.26%	6.20%	3.00%	23.55%
Total Assets	100.00%	100.00%	100.00%	100.00%
Percent of Liabilities				
Current Liabilities	0.00%	0.57%	0.52%	44.58%
Long-Term Liabilities	330.74%	245.94%	142.72%	43.76%
Total Liabilities	330.74%	246.50%	143.24%	88.34%
Net Worth	-230.74%	-146.50%	-43.24%	11.66%
Percent of Sales				
Sales	100.00%	100.00%	100.00%	100.00%
Gross Margin	50.00%	50.00%	50.00%	35.24%
Selling, General & Administrative	34.66%	30.83%	28.97%	14.88%
Expenses				
Advertising Expenses	1.80%	2.44%	2.78%	1.65%
Profit Before Interest & Taxes	26.10%	25.71%	25.32%	2.26%
Main Ratios				
Current	0.00	165.81	187.47	1.43
Quick	0.00	44.08	90.93	1.04
Total Debt to Total Assets	330.74%	246.50%	143.24%	88.34%
Pre-Tax Return on Net Worth	-15.39%	-40.54%	-145.79%	113.05%
Pre-Tax Return on Assets	35.51%	59.39%	63.03%	13.18%
Additional Ratios				
Net Profit Margin	15.34%	19.17%	21.03%	N/A
Return on Equity	0.00%	0.00%	0.00%	N/A
Activity Ratios				
Accounts Payable Turnover	0.00	365.00	365.00	N/A

Payment Days	0	0	1	N/A
Total Asset Turnover	2.32	3.10	3.00	N/A
Debt Ratios				
Debt to Net Worth	0.00	0.00	0.00	N/A
Current Liab. to Liab.	0.00	0.00	0.00	N/A
Liquidity Ratios				
Net Working Capital	\$23,516	\$27,079	\$38,631	N/A
Interest Coverage	2.42	3.93	5.91	N/A
Additional Ratios				
Assets to Sales	0.43	0.32	0.33	N/A
Current Debt/Total Assets	0.00%	1.00%	1.00%	N/A
Acid Test	0.00	44.08	90.93	N/A
Sales/Net Worth	0.00%	0.00%	0.00%	N/A
Dividend Payout	0.00	0.00	0.00	N/A