

Start-Up Costs:

Projected Start-Up Expenses	Cost
Research & Development & User Support	\$55,000.00
Building Lease/Rent	
Technology & Computers	\$3,000.00
Office Supplies & Equipment	\$3,000.00
Website Maintenance - Domain, Design, Hosting	\$8,300.00
Professional Fees - Patent, Lawyers, Developers	\$4,469.00
Advertising	\$13,000.00
Other : Trade Show Expense	\$33,588.00
Other: Gift Cards	\$30,000.00
Other: Utilities	\$2,000.00
Total Start-Up Costs	\$152,357.00
Unanticipated Costs (10% of Total)	\$15,235.70
Start-Up Loan Needed	\$167,592.70

Revenue:

	Year 1	Year 2	Year 3
Services Sold			
How many units of service(s) will you sell?			
Advertising Clicks	72,000	82,800	95,220
Ad Free Version for Consumers	1,203	1,383	1,590
Number of Products Sold through Website Part	560,572	594,207	629,859
Price per Service			
How much will you charge per service?			
Advertising Clicks (\$1.20 per 1000 clicks)	\$1.20	\$1.20	\$1.20
Ad Free Version for Consumers	\$4.50	\$4.50	\$4.50
Revenue Received from Brokered Sales	\$0.08	\$0.08	\$0.08
Total Sales Revenue	\$136,658.32	\$153,120.06	\$171,807.72

3-Year Costs

	Year 1	Year 2	Year 3
Cost of Services			
Materials			
Labor (Research & Development & User Support)	\$55,000.00	\$10,000.00	\$10,400.00
Total Cost of Services	\$55,000.00	\$10,000.00	\$10,400.00
Selling, General, and Administration (SG&A)			
Building Lease/Rent			
Office Supplies & Equipment	\$3,000.00	\$1,500.00	\$1,500.00
Technology & Computers	\$11,300.00	\$10,000.00	\$12,000.00
Professional Services	\$4,469.00	\$2,500.00	\$2,000.00
Advertising	\$13,000.00	\$13,000.00	\$32,834.00
Salaries		\$12,000.00	\$24,000.00
Other: Trade Show Fee, Transportation, Food and Lodging	\$33,588.00	\$38,626.20	\$44,430.13
Other: Reward Gift Cards	\$30,000.00	\$34,500.00	\$39,675.00
Other: Utilities	\$2,000.00	\$2,000.00	\$2,000.00
Total SG&A	\$97,357.00	\$114,126.20	\$158,439.13
Total Operating Expenses (cost of services + SG&A)	\$152,357.00	\$124,126.20	\$168,839.13
Gross Profit	-\$15,698.68	\$28,993.86	\$2,968.59
Taxes Owed (7%)	\$0.00	\$2,029.57	\$207.80
Net Profit	-\$15,698.68	\$26,964.29	\$2,760.79