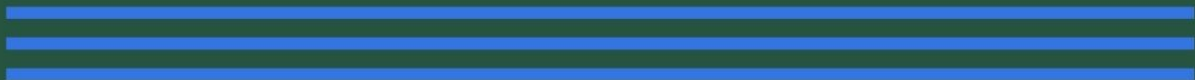
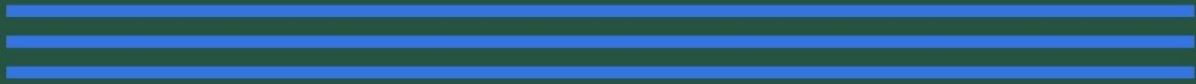




VCFO Annual Plan

Demo
April 2023



Prepared by



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Notes to Management

Our 2023 plan projects annual revenue of nearly \$3.2 million, an increase of 64% from \$1.9 million revenue we earned in 2022. We project gross profit of \$2.6 million (82.9% of revenue) and EBITDA of \$795 thousand (24% of revenue).

Recurring revenue is projected to increase 259% to \$1.3 million. That is 42% of revenue and our long-term plan is to increase that to over 75% of revenue.

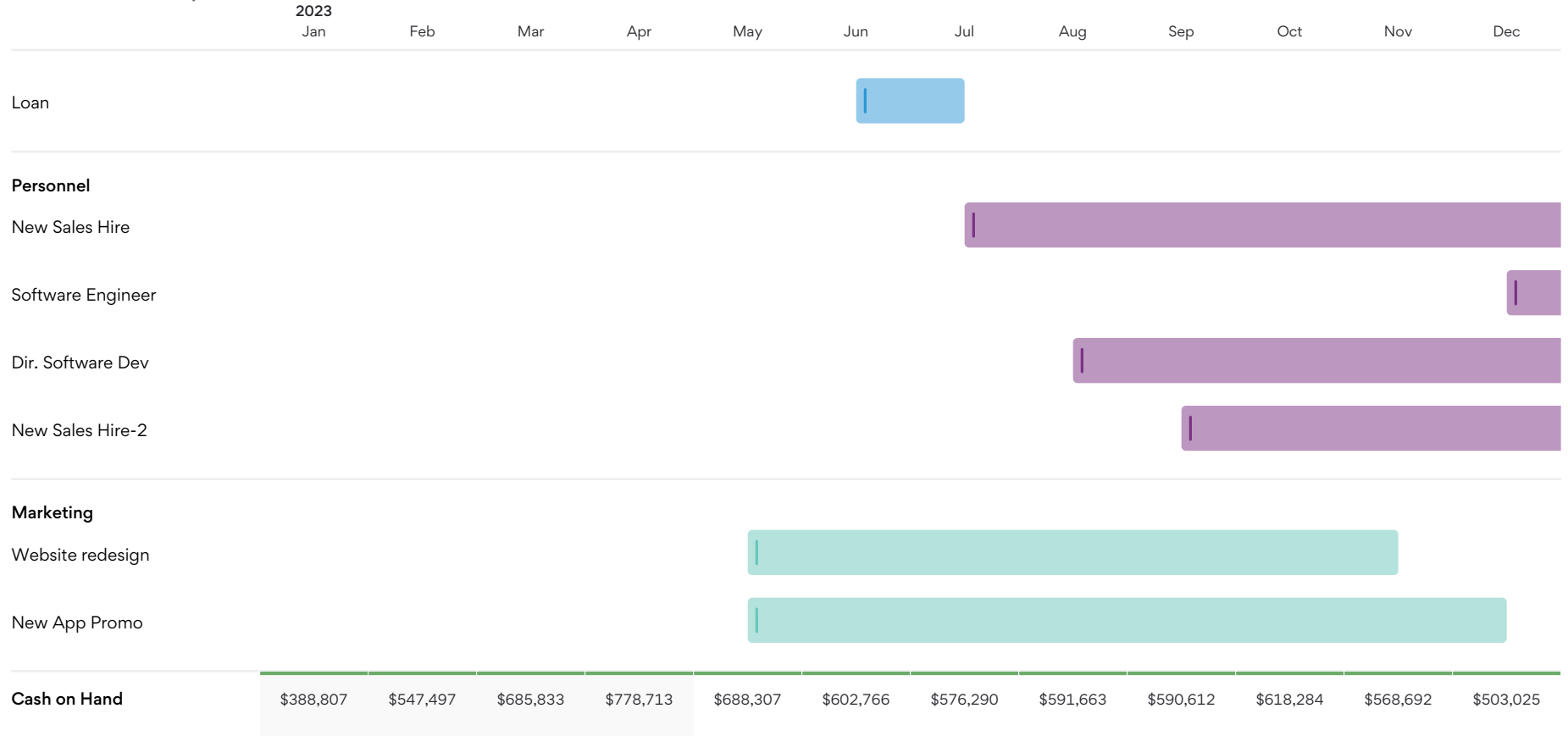
We continue to invest in our business development and talent. Sales and marketing spend is projected to be \$594,500 in 2023 and we are looking to hire five new team members.

2023 Objectives

- Achieve total revenue of at least \$3 million
- Double recurring revenue over last year
- Hire 5 new team members
- At least 150 active customers at year-end
- 23% operating profit

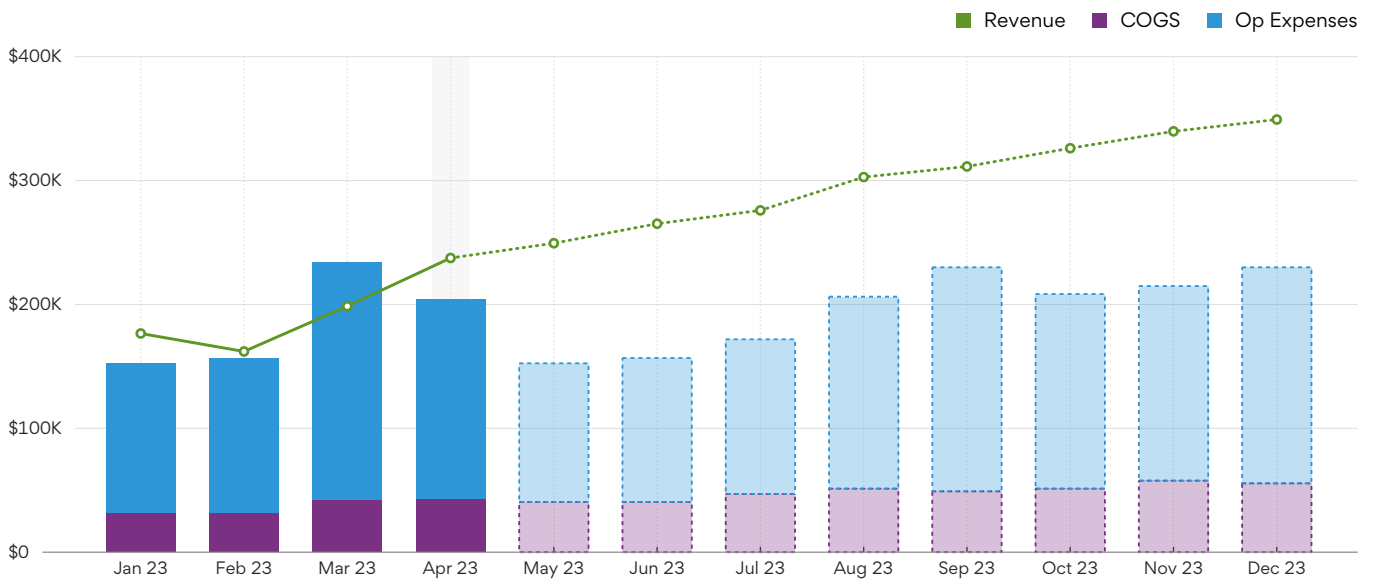
12-month Roadmap

Business Roadmap

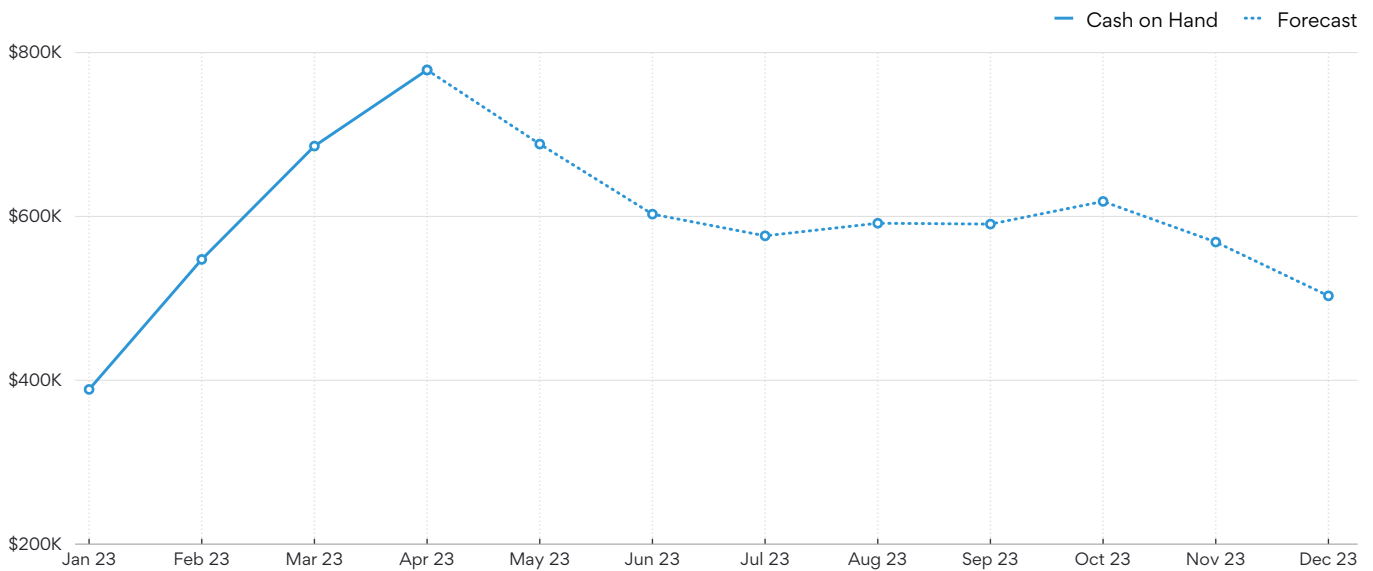


Forecast Projection Charts

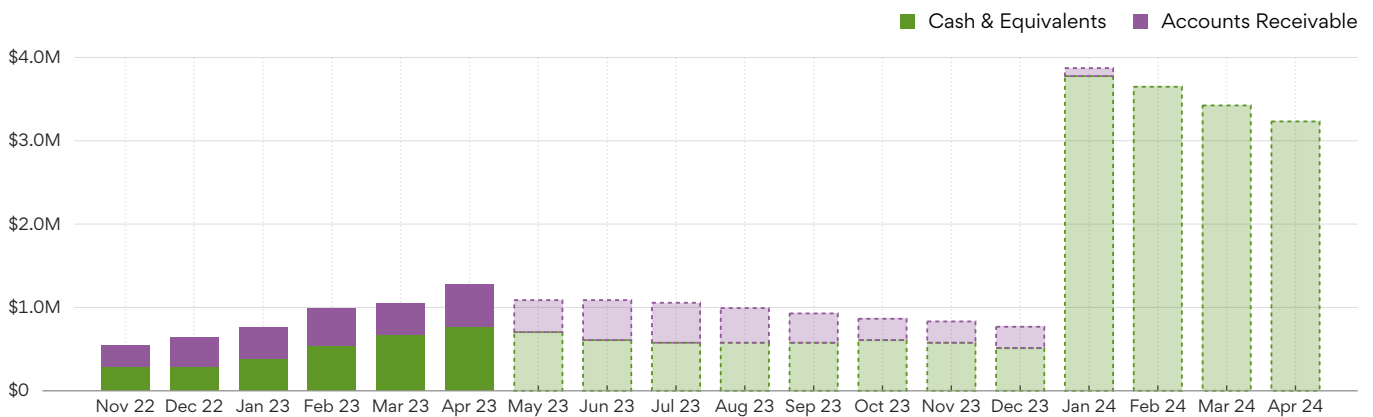
Revenue + Total Expenses



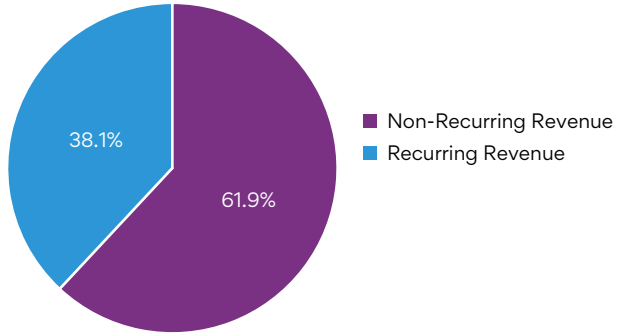
Cash on Hand



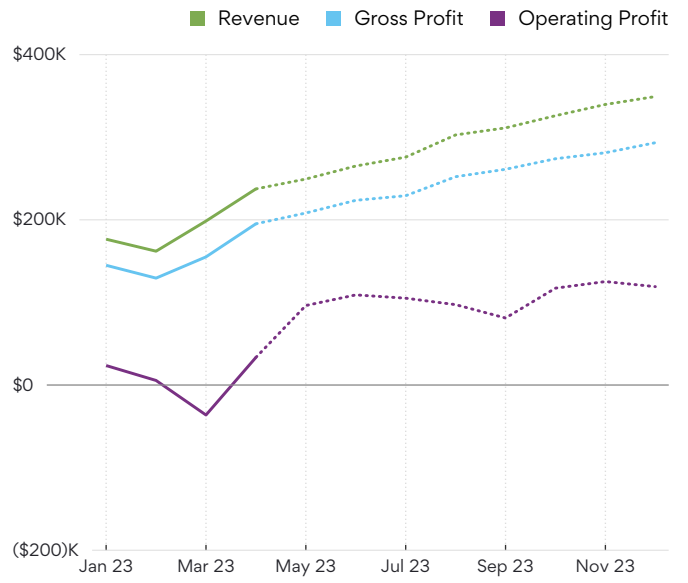
Cash & Receivables



Revenue Mix



Profitability



Monthly Forecasted Financial Statements

PROFIT & LOSS	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Total
Revenue													
Recurring Revenue													
Current App	\$56,667	\$49,783	\$53,966	\$62,367	\$69,000	\$75,000	\$85,838	\$92,925	\$100,013	\$112,455	\$119,897	\$127,339	\$1,005,249
New App	\$5,500	\$12,500	\$18,500	\$28,000	\$23,000	\$25,000	\$28,613	\$30,975	\$33,338	\$37,485	\$39,966	\$42,446	\$325,322
Total Recurring Revenue	\$62,167	\$62,283	\$72,466	\$90,367	\$92,000	\$100,000	\$114,450	\$123,900	\$133,350	\$149,940	\$159,863	\$169,785	\$1.331M
Non-Recurring Revenue													
Installations	\$11,100	\$0	\$0	\$2,220	\$2,405	\$10,175	\$6,475	\$5,550	\$4,625	\$2,775	\$6,475	\$6,105	\$57,905
Consulting	\$95,798	\$89,760	\$91,080	\$104,880	\$117,500	\$117,500	\$117,500	\$123,375	\$123,375	\$123,375	\$123,375	\$123,375	\$1,350,893
Product Revenue	\$7,500	\$10,000	\$35,000	\$40,000	\$37,500	\$37,500	\$37,500	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$455,000
Total Non-Recurring Revenue	\$114,398	\$99,760	\$126,080	\$147,100	\$157,405	\$165,175	\$161,475	\$178,925	\$178,000	\$176,150	\$179,850	\$179,480	\$1.864M
Total Revenue	\$176,565	\$162,043	\$198,546	\$237,467	\$249,405	\$265,175	\$275,925	\$302,825	\$311,350	\$326,090	\$339,713	\$349,265	\$3.194M
Cost of Sales													
Direct Labor	\$18,647	\$17,140	\$16,350	\$18,817	\$14,196	\$14,196	\$18,928	\$18,928	\$18,928	\$18,928	\$23,660	\$23,660	\$222,378
Product Costs	\$2,400	\$3,200	\$11,200	\$12,800	\$12,000	\$12,000	\$12,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$145,600
Subcontractors	\$6,000	\$7,500	\$10,860	\$5,400	\$9,586	\$9,796	\$10,036	\$9,736	\$9,076	\$10,846	\$12,286	\$9,496	\$110,618
Hosting	\$4,490	\$4,715	\$4,950	\$5,198	\$5,302	\$5,498	\$5,693	\$5,889	\$6,084	\$6,280	\$6,476	\$6,671	\$67,246
Merchant Account Fees	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$539
Total Cost of Sales	\$31,582	\$32,599	\$43,405	\$42,260	\$41,129	\$41,535	\$46,702	\$50,598	\$50,133	\$52,099	\$58,466	\$55,872	\$546,380
Gross Profit	\$144,983	\$129,444	\$155,141	\$195,207	\$208,276	\$223,640	\$229,223	\$252,227	\$261,217	\$273,991	\$281,246	\$293,393	\$2.648M
Gross Profit (%)	82.11%	79.88%	78.14%	82.20%	83.51%	84.34%	83.07%	83.29%	83.90%	84.02%	82.79%	84.00%	82.90%
Expenses													
Sales & Marketing Expenses													
Advertising	\$6,500	\$7,000	\$12,000	\$12,500	\$10,000	\$10,000	\$10,000	\$12,500	\$12,500	\$12,500	\$12,500	\$10,000	\$128,000
Web/Social/Online	\$0	\$0	\$25,000	\$15,000	\$0	\$0	\$5,000	\$15,000	\$15,000	\$10,000	\$0	\$5,000	\$90,000
Marketing Consultants	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$270,000
Trade Shows	\$0	\$0	\$8,500	\$0	\$0	\$0	\$0	\$0	\$15,000	\$0	\$0	\$0	\$23,500
Other Marketing Expense	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$16,000	\$1,000	\$23,000
Total Sales & Marketing Expenses	\$29,000	\$29,500	\$68,000	\$50,000	\$33,500	\$33,500	\$38,500	\$51,000	\$66,000	\$46,000	\$51,000	\$38,500	\$534,500
Compensation & Benefits													
Gross Wages	\$66,142	\$66,142	\$66,142	\$66,142	\$66,142	\$66,142	\$73,225	\$91,725	\$98,809	\$98,809	\$98,809	\$108,809	\$967,036
Employer Paid Payroll Tax	\$5,291	\$5,291	\$5,291	\$5,291	\$5,291	\$5,291	\$5,858	\$7,338	\$7,905	\$7,905	\$7,905	\$8,705	\$77,363
Employee Benefits	\$5,344	\$5,344	\$5,344	\$5,795	\$5,600	\$5,600	\$5,600	\$5,600	\$5,600	\$5,600	\$6,250	\$6,250	\$67,927
Recruiting	\$0	\$0	\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,000
Payroll Service Fees	\$891	\$891	\$891	\$990	\$990	\$990	\$990	\$990	\$990	\$990	\$990	\$990	\$11,583
Direct Labor Allocation	(\$18,647)	(\$17,140)	(\$16,350)	(\$18,817)	(\$14,196)	(\$14,196)	(\$18,928)	(\$18,928)	(\$18,928)	(\$18,928)	(\$23,660)	(\$23,660)	(\$222,378)
Total Compensation & Benefits	\$59,021	\$60,528	\$76,318	\$59,401	\$63,827	\$63,827	\$66,745	\$86,725	\$94,375	\$94,375	\$90,293	\$101,093	\$916,531

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Total
Travel & Entertainment													
Travel and Lodging	\$2,633	\$0	\$3,226	\$0	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$9,859
Meals & Entertainment	\$350	\$500	\$1,655	\$263	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,768
Total Travel & Entertainment	\$2,983	\$500	\$4,881	\$263	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$12,627
Office Expense													
Communications	\$1,360	\$1,360	\$1,360	\$1,360	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$15,840
Office Supplies	\$324	\$599	\$806	\$44	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$5,773
Office Equipment & Repair	\$0	\$0	\$1,366	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,366
Total Office Expense	\$1,684	\$1,959	\$3,532	\$1,404	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$22,979
Professional Services													
Legal	\$0	\$550	\$0	\$1,756	\$0	\$2,500	\$0	\$0	\$2,500	\$0	\$0	\$2,500	\$9,806
Accounting	\$1,800	\$1,800	\$1,800	\$3,700	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$23,500
Total Professional Services	\$1,800	\$2,350	\$1,800	\$5,456	\$1,800	\$4,300	\$1,800	\$1,800	\$4,300	\$1,800	\$1,800	\$4,300	\$33,306
Facilities													
Rent	\$5,750	\$5,750	\$5,750	\$5,750	\$5,750	\$5,750	\$5,750	\$5,750	\$5,750	\$5,750	\$5,750	\$5,750	\$69,000
Utilities	\$105	\$0	\$98	\$125	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,528
Repairs & Maintenance	\$162	\$108	\$108	\$108	\$108	\$108	\$108	\$108	\$108	\$108	\$108	\$108	\$1,350
Total Facilities	\$6,017	\$5,858	\$5,956	\$5,983	\$6,008	\$6,008	\$6,008	\$6,008	\$6,008	\$6,008	\$6,008	\$6,008	\$71,878
Insurance	\$1,650	\$0	\$0	\$4,750	\$0	\$0	\$1,650	\$0	\$0	\$1,650	\$0	\$0	\$9,700
Professional Development													
Dues & Subscriptions	\$0	\$249	\$249	\$249	\$249	\$249	\$249	\$249	\$249	\$249	\$249	\$249	\$2,739
IT Expenses													
Software & Subscriptions	\$4,195	\$4,195	\$4,394	\$4,231	\$4,300	\$4,300	\$4,300	\$4,300	\$4,300	\$4,300	\$4,300	\$4,300	\$51,415
Hardware Purchases	\$0	\$0	\$0	\$0	\$0	\$0	\$2,500	\$2,500	\$2,500	\$0	\$0	\$2,500	\$10,000
Total IT Expenses	\$4,195	\$4,195	\$4,394	\$4,231	\$4,300	\$4,300	\$6,800	\$6,800	\$6,800	\$4,300	\$4,300	\$6,800	\$61,415
Other Operating Expenses													
Bank charges	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$300
Contributions	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,000	\$15,000
Total Other Operating Expenses	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$15,025	\$15,300
Product Development													
External Developers	\$15,000	\$18,750	\$26,250	\$30,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$90,000
Total Expenses	\$121,375	\$123,914	\$191,405	\$161,762	\$112,009	\$114,509	\$124,077	\$154,907	\$180,057	\$156,707	\$155,975	\$174,275	\$1,771M
Operating Profit	\$23,607	\$5,529	(\$36,264)	\$33,445	\$96,267	\$109,131	\$105,146	\$97,320	\$81,159	\$117,284	\$125,271	\$119,118	\$877,012
Operating Profit (%)	13.37%	3.41%	-18.27%	14.08%	38.60%	41.15%	38.11%	32.14%	26.07%	35.97%	36.88%	34.11%	27.45%
Net Income	\$23,607	\$5,529	(\$36,264)	\$33,445	\$96,267	\$109,131	\$105,146	\$97,320	\$81,159	\$117,284	\$125,271	\$119,118	\$877,012
Net Income (%)	13.37%	3.41%	-18.27%	14.08%	38.60%	41.15%	38.11%	32.14%	26.07%	35.97%	36.88%	34.11%	27.45%

BALANCE SHEET	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	
ASSETS													
Cash & Equivalents	\$388,807	\$547,497	\$685,833	\$778,713	\$688,307	\$602,766	\$576,290	\$591,663	\$590,612	\$618,284	\$568,692	\$503,025	
Accounts Receivable	\$394,721	\$451,883	\$377,803	\$491,023	\$409,186	\$482,349	\$478,011	\$414,549	\$341,900	\$260,062	\$260,062	\$260,062	
Inventory	\$58,105	\$54,905	\$43,705	\$30,905	\$30,905	\$30,905	\$30,905	\$30,905	\$30,905	\$30,905	\$30,905	\$30,905	
Total Current Assets	\$841,632	\$1,054,285	\$1,107,341	\$1,300,641	\$1,128,398	\$1,116,020	\$1,085,206	\$1,037,117	\$963,417	\$909,252	\$859,660	\$793,993	
Total Non-Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total Assets	\$841,632	\$1,054,285	\$1,107,341	\$1,300,641	\$1,128,398	\$1,116,020	\$1,085,206	\$1,037,117	\$963,417	\$909,252	\$859,660	\$793,993	
LIABILITIES													
Short Term Debt	\$74,979	\$73,586	\$118,572	\$93,938	\$93,938	\$93,938	\$93,938	\$93,938	\$93,938	\$93,938	\$93,938	\$93,938	
Accounts Payable	\$0	\$26,800	\$0	\$39,056	\$32,547	\$26,037	\$19,528	\$13,019	\$6,509	\$0	\$0	\$0	
Other Current Liabilities	\$447,283	\$644,000	\$730,134	\$890,567	\$643,567	\$543,567	\$429,117	\$305,217	\$171,867	\$21,927	(\$137,936)	(\$307,721)	
Total Current Liabilities	\$522,262	\$744,386	\$848,706	\$1,023,561	\$770,051	\$663,542	\$542,583	\$412,173	\$272,314	\$115,865	(\$43,998)	(\$213,783)	
Total Non-Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total Liabilities	\$522,262	\$744,386	\$848,706	\$1,023,561	\$770,051	\$663,542	\$542,583	\$412,173	\$272,314	\$115,865	(\$43,998)	(\$213,783)	
EQUITY													
Retained Earnings	\$360,763	\$360,763	\$360,763	\$360,763	\$360,763	\$360,763	\$360,763	\$360,763	\$360,763	\$360,763	\$360,763	\$360,763	
Current Earnings	\$23,607	\$29,137	(\$7,128)	\$26,317	\$122,584	\$231,715	\$336,861	\$434,181	\$515,340	\$632,624	\$757,895	\$877,012	
Other Equity	(\$65,000)	(\$80,000)	(\$95,000)	(\$110,000)	(\$125,000)	(\$140,000)	(\$155,000)	(\$170,000)	(\$185,000)	(\$200,000)	(\$215,000)	(\$230,000)	
Total Equity	\$319,370	\$309,899	\$258,635	\$277,080	\$358,347	\$452,478	\$542,624	\$624,944	\$691,103	\$793,387	\$903,658	\$1,007,775	
Total Liabilities & Equity	\$841,632	\$1,054,285	\$1,107,341	\$1,300,641	\$1,128,398	\$1,116,020	\$1,085,206	\$1,037,117	\$963,417	\$909,252	\$859,660	\$793,993	
CASH FLOW STATEMENT													
	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Total
OPERATING ACTIVITIES													
Net Income	\$23,607	\$5,529	(\$36,264)	\$33,445	\$96,267	\$109,131	\$105,146	\$97,320	\$81,159	\$117,284	\$125,271	\$119,118	\$877,012
Change in Accounts Payable	\$0	\$26,800	(\$26,800)	\$39,056	(\$6,509)	(\$6,509)	(\$6,509)	(\$6,509)	(\$6,509)	(\$6,509)	\$0	\$0	\$0
Change in Other Current Liabilities	\$125,033	\$196,717	\$86,134	\$160,433	(\$247,000)	(\$100,000)	(\$114,450)	(\$123,900)	(\$133,350)	(\$149,940)	(\$159,863)	(\$169,785)	(\$629,971)
Change in Accounts Receivable	(\$60,494)	(\$57,163)	\$74,080	(\$113,220)	\$81,837	(\$73,163)	\$4,337	\$63,462	\$72,650	\$81,837	\$0	\$0	\$74,164
Change in Inventory	\$2,400	\$3,200	\$11,200	\$12,800	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$29,600
Cash Flow from Operating Activities	\$90,547	\$175,084	\$108,350	\$132,514	(\$75,405)	(\$70,541)	(\$11,477)	\$30,373	\$13,950	\$42,672	(\$34,592)	(\$50,667)	\$350,806
INVESTING ACTIVITIES													
Cash Flow From Investing Activities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
FINANCING ACTIVITIES													
Change in Other Equity	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$180,000)
Change in Short Term Debt	\$18,827	(\$1,394)	\$44,987	(\$24,634)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$37,786

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Total
Cash Flow From Financing Activities	\$3,827	(\$16,394)	\$29,987	(\$39,634)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$0.142)M
Change in Cash & Equivalents	\$94,374	\$158,690	\$138,336	\$92,880	(\$90,405)	(\$85,541)	(\$26,477)	\$15,373	(\$1,050)	\$27,672	(\$49,592)	(\$65,667)	\$208,592
Cash & Equivalents, Opening Balance	\$294,433	\$388,807	\$547,497	\$685,833	\$778,713	\$688,307	\$602,766	\$576,290	\$591,663	\$590,612	\$618,284	\$568,692	\$294,433
Cash & Equivalents, Closing Balance	\$388,807	\$547,497	\$685,833	\$778,713	\$688,307	\$602,766	\$576,290	\$591,663	\$590,612	\$618,284	\$568,692	\$503,025	\$503,025

Forecast Annual Summary

View forecasted P&L versus previous years actual profit & loss

PROFIT & LOSS	2020	2021	2022	2023
Revenue				
Recurring Revenue				
Current App	\$15,000	\$260,000	\$381,400	\$1,005,249
New App	\$0	\$0	\$131,750	\$325,322
Total Recurring Revenue	\$15,000	\$260,000	\$513,150	\$1,330,571
Non-Recurring Revenue				
Installations	\$15,100	\$23,668	\$44,030	\$57,905
Consulting	\$704,395	\$797,748	\$1,056,526	\$1,350,893
Product Revenue	\$83,129	\$163,225	\$327,500	\$455,000
Total Non-Recurring Revenue	\$802,624	\$984,641	\$1,428,056	\$1,863,798
Total Revenue	\$817,624	\$1,244,641	\$1,941,206	\$3,194,368
Cost of Sales				
Direct Labor	\$169,808	\$153,000	\$186,541	\$222,378
Product Costs	\$45,721	\$89,774	\$104,800	\$145,600
Subcontractors	\$12,666	\$15,555	\$15,750	\$110,618
Hosting	\$877	\$900	\$39,793	\$67,246
Merchant Account Fees	\$0	\$0	\$479	\$539
Total Cost of Sales	\$229,072	\$259,229	\$347,363	\$546,380
Gross Profit	\$588,552	\$985,412	\$1,593,843	\$2,647,988
Gross Profit (%)	71.98%	79.17%	82.11%	82.90%
Expenses				
Sales & Marketing Expenses				
Advertising	\$25,664	\$15,553	\$17,750	\$128,000
Web/Social/Online	\$0	\$7,566	\$9,000	\$90,000
Marketing Consultants	\$0	\$11,000	\$114,000	\$270,000
Trade Shows	\$0	\$0	\$7,895	\$23,500
Other Marketing Expense	\$0	\$4,568	\$2,449	\$23,000
Total Sales & Marketing Expenses	\$25,664	\$38,687	\$151,094	\$534,500
Compensation & Benefits				
Gross Wages	\$526,423	\$614,554	\$652,586	\$967,036
Employer Paid Payroll Tax	\$42,114	\$49,164	\$52,207	\$77,363
Employee Benefits	\$41,222	\$42,872	\$57,600	\$67,927
Recruiting	\$0	\$12,000	\$18,000	\$15,000
Payroll Service Fees	\$7,128	\$8,799	\$9,999	\$11,583
Direct Labor Allocation	(\$169,808)	(\$153,000)	(\$186,541)	(\$222,378)
Total Compensation & Benefits	\$447,079	\$574,389	\$603,851	\$916,531
Travel & Entertainment				
Travel and Lodging	\$2,313	\$4,456	\$2,678	\$9,859
Meals & Entertainment	\$1,236	\$2,117	\$4,013	\$2,768
Total Travel & Entertainment	\$3,549	\$6,573	\$6,691	\$12,627
Office Expense				
Communications	\$9,566	\$12,698	\$14,280	\$15,840
Office Supplies	\$2,025	\$3,111	\$3,542	\$5,773
Office Equipment & Repair	\$1,655	\$2,323	\$4,869	\$1,366
Total Office Expense	\$13,246	\$18,132	\$22,691	\$22,979

	2020	2021	2022	2023
Professional Services				
Legal	\$1,255	\$7,894	\$5,729	\$9,806
Accounting	\$3,467	\$8,855	\$12,175	\$23,500
Total Professional Services	\$4,722	\$16,749	\$17,904	\$33,306
Facilities				
Rent	\$53,242	\$63,557	\$66,750	\$69,000
Utilities	\$3,089	\$4,117	\$4,227	\$1,528
Repairs & Maintenance	\$504	\$1,236	\$1,404	\$1,350
Total Facilities	\$56,835	\$68,910	\$72,381	\$71,878
Insurance	\$6,665	\$8,888	\$9,000	\$9,700
Professional Development				
Dues & Subscriptions	\$0	\$852	\$916	\$2,739
Training & Education	\$250	\$250	\$486	\$0
Total Professional Development	\$250	\$1,102	\$1,402	\$2,739
IT Expenses				
Software & Subscriptions	\$2,156	\$36,654	\$49,831	\$51,415
Hardware Purchases	\$1,249	\$7,809	\$6,023	\$10,000
Total IT Expenses	\$3,405	\$44,463	\$55,854	\$61,415
Other Operating Expenses				
Bank charges	\$240	\$300	\$300	\$300
Contributions	\$2,500	\$5,000	\$10,000	\$15,000
Total Other Operating Expenses	\$2,740	\$5,300	\$10,300	\$15,300
Product Development				
Equipment & Supplies	\$0	\$5,688	\$4,500	\$0
External Developers	\$20,667	\$144,240	\$345,563	\$90,000
Total Product Development	\$20,667	\$149,928	\$350,063	\$90,000
Total Expenses	\$584,822	\$933,121	\$1,301,230	\$1,770,975
Operating Profit	\$3,730	\$52,291	\$292,613	\$877,012
Operating Profit (%)	0.46%	4.20%	15.07%	27.45%
Other Expenses				
Interest Expense	\$0	\$0	\$2,773	\$0
Earnings Before Interest & Tax	\$3,730	\$52,291	\$289,840	\$877,012
Net Income	\$3,730	\$52,291	\$289,840	\$877,012
Net Income (%)	0.46%	4.20%	14.93%	27.45%

Forecast Drivers

Forecast drivers are operating metrics we use to develop various revenue and expense projections. Many of these metrics we track as KPIs and report to you each month. They are provided below to provide you deeper insights as to how your company drives financial performance.

FORECAST DRIVERS	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023
Revenue												
Sales Qualified Leads	96	96	108	120	122	124	126	128	130	132	134	136
Quotes	24	24	27	30	37	37	38	38	39	40	40	41
Deals Won	8	8	9	10	9	9	10	10	10	10	10	10
Customers												
Starting Balance Cust	55	61	69	76	84	92	100	109	118	127	136	145
New Customers	8	8	9	10	9	9	10	10	10	10	10	10
Lost Customers	2	0	2	2	1	1	1	1	1	1	1	1
Active Customers	61	69	76	84	92	100	109	118	127	136	145	154
Cost to Acquire Customer												
Sales & Marketing \$	29,000	29,500	68,000	50,000	50,000	52,500	52,500	52,500	55,000	55,000	55,000	57,500
CAC	3,625	3,687.5	7,555.56	5,000	5,555.56	5,833.33	5,250	5,250	5,500	5,500	5,500	5,750
Lifetime Value												
MRR	62,167	62,283	72,466	90,367	92,000	100,000	114,450	123,900	133,350	149,940	159,862.5	169,785
MRR per Customer	1,019.13	902.65	953.5	1,075.8	1,000	1,000	1,050	1,050	1,050	1,102.5	1,102.5	1,102.5
Gross Margin %	82.11	79.88	78.14	82.2	81	81	81	81	81	81	81	81
GM \$ per Customer	836.84	721.06	745.05	884.35	810	810	850.5	850.5	850.5	893.03	893.03	893.03
Customer Lifetime (mos)	18	18	18	18	19	19	21	21	21	23	23	23
LTV	15,063.12	12,979.06	13,410.91	15,918.27	15,390	15,390	17,860.5	17,860.5	17,860.5	20,539.58	20,539.58	20,539.58
CAC/LTV Ratio	4.16	3.52	1.78	3.18	2.77	2.64	3.4	3.4	3.25	3.73	3.73	3.57
Churn Rate												
Churn %	3.28	0	2.63	2.38	1.09	1	0.92	0.85	0.79	0.74	0.69	0.65
FTEs												
Chargeable FTEs	3	3	3	3	3	3	4	4	4	4	5	5
Non-chargeable FTEs	2	2	2	2	2	2	2	3	3	3	3	3
Total FTEs	5	5	5	5	5	5	6	7	7	7	8	8
Utilization												
Direct Labor Hours	360	360	360	360	338	338	450.67	450.67	450.67	450.67	563.33	563.33

Utilization												
Available DL-Billable	520	520	520	520	520	520	693.33	693.33	693.33	693.33	866.67	866.67
Utilization % per Bill. FTE	69.23	69.23	69.23	69.23	65	65	65	65	65	65	65	65
DL Hour Metrics												
Hours per Customer	5.9	5.22	4.74	4.29	3.67	3.38	4.13	3.82	3.55	3.31	3.89	3.66
DL Rate per Hour	0	0	0	0	42	42	42	42	42	42	42	42
Partner Comp												
Partner Draws	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
Installations												
# of Installations	60	0	0	12	13	55	35	30	25	15	35	33
Revenue per Install	185	0	0	185	185	185	185	185	185	185	185	185
Consulting												
# of Consulting Hours	431.5	402.75	379.5	437	500	500	500	525	525	525	525	525
Consulting Rate per Hour	222.01	222.87	240	240	235	235	235	235	235	235	235	235
Product Sales												
Product Units Sold	3	4	14	16	15	15	15	20	20	20	20	20
Product Price per Unit	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Product Cost per Unit	0	0	0	0	800	800	800	800	800	800	800	800

Assumptions

Assumptions (Jan 23 - Dec 23)

Forecast Value Assumptions

Cost of Sales

Assumes \$800 per unit cost

Product Costs · May 23 – onwards

Expenses

Launch new website initiative

Web/Social/Online · Jul 23
