



Monthly Financial Report

Demo
April 2023

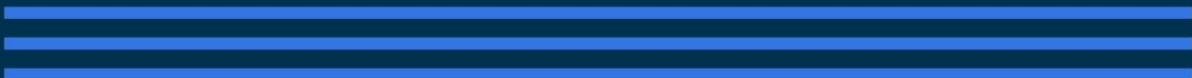


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Executive Summary

April 2023 produced New App Recurring Revenue of \$90,367 and installation revenue of \$2,220. We would like to see a focus on increasing the number of subscribers by 4% per month. Cost of Sales have also been controlled well. which is a promising sign of efficiency gains.

The YTD Gross profit margin of \$195,207 and Operating profit margin of \$33,445 show great profitability for such a young product.

We have also seen an increase in Revenue Churn and Customer Acquisition Cost this month; however, these metrics are closely monitored by internal teams and we don't think there's cause for concern. We will evaluate these metrics in Q1 to see if further action is needed.

One improvement opportunity the firm as identified is for a clearer marketing and branding plan to be put in place internally, this may lead to a short term increase in the Customer Acquisition Cost, but will increase leads and customers.

Discussion Points

- Strategies to reduce revenue churn
- Review customer acquisition process
- Increase marketing team capacity
- Long-term expansion

REVENUE (2023 YTD)

\$774,621

▲ \$33,821 vs budget



Total Revenue this year-to-date

GROSS PROFIT MARGI... (2023 YTD)

\$624,774

▲ \$624,774 vs target



Total Net Revenue minus Cost of Goods sold

EBITDA \$ (2023 YTD)

\$26,317

▲ \$26,317 vs target



Gross Margin - Operating Expenses. Also referred to as Operating Profit.

MONTHLY CASH BURN RATE

\$90,705

▲ \$68,564 from last month



This is defined as Cost of Sales + Operating Expenses + Partner Draws

MEMBER DRAWS (2023 YTD)

\$60,000

▲ \$45,000 from last year (YTD)



Total amount of of cash withdrawn from the business by the owner.

CASH ON HAND

\$778,713

▲ \$460,899 vs rolling 12 months average



Total amount of cash on hand at the end of the month

Revenue Analysis

TOTAL REVENUE (2023 YTD)

\$774,621

▲ 4.6% vs target



RECURRING REVENUE (2023 YTD)

\$287,283

▲ \$8,483 vs budget



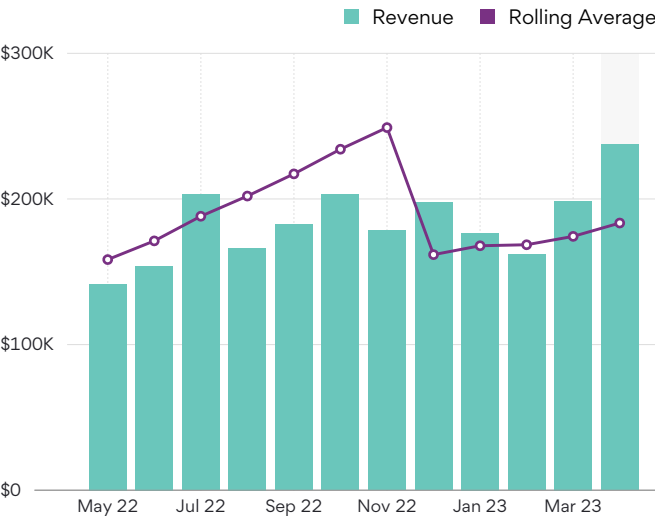
NON-RECURRING REV... (2023 YTD)

\$487,338

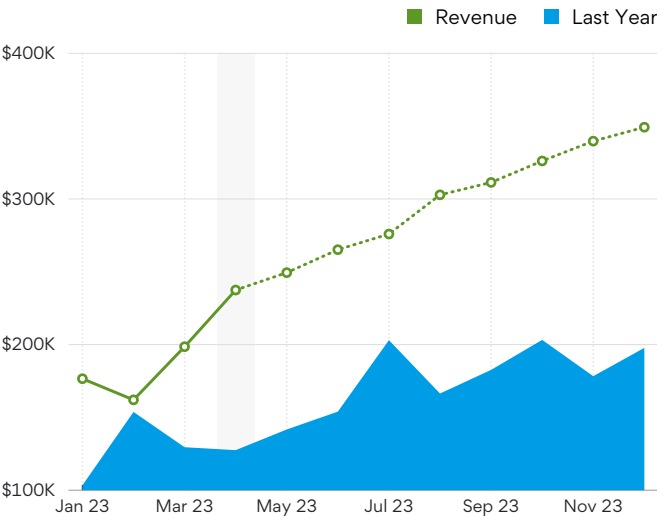
▲ 5.5% vs budget



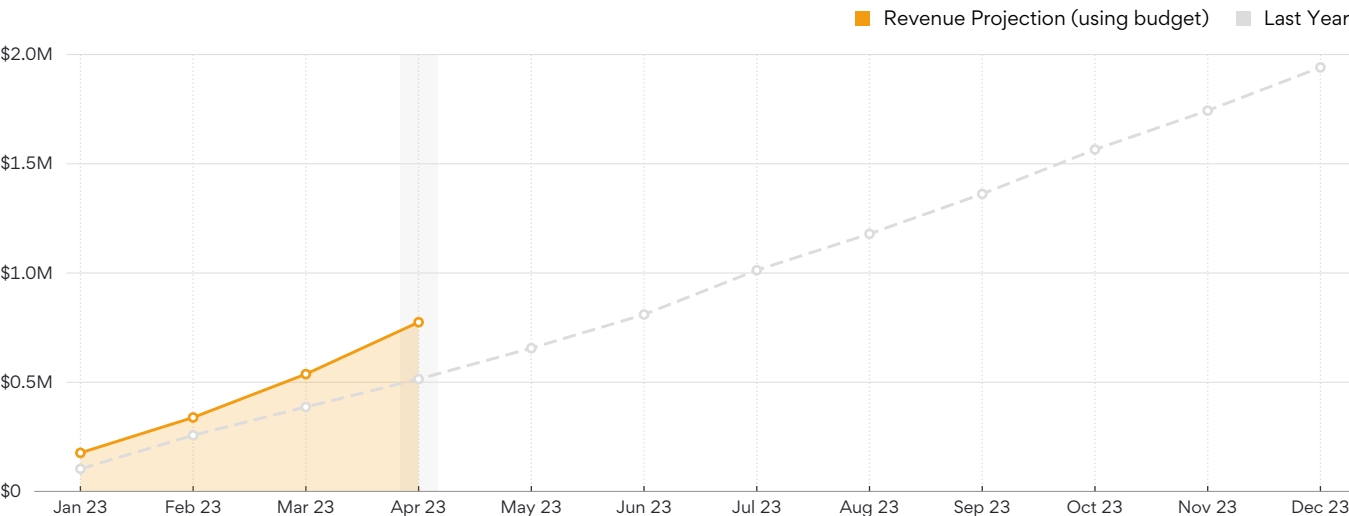
Monthly Revenue vs Rolling12 Months



This year revenue + projected vs last year



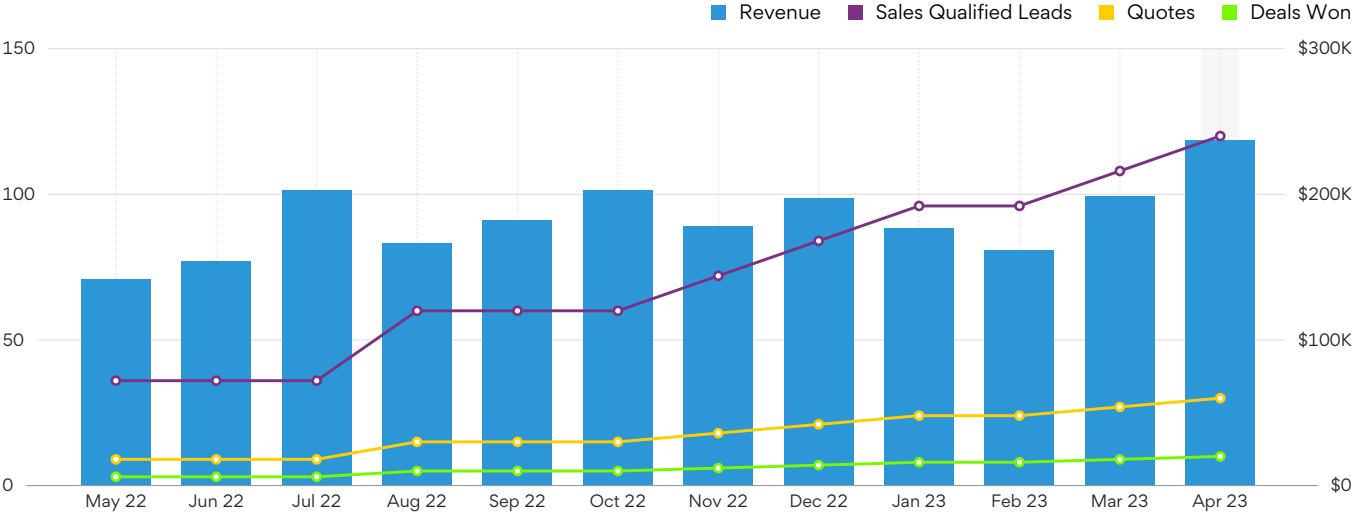
Total Revenue YTD + rest of year budget



Leading Indicators

We track leading indicators against revenue to get a sense for how firm our near-term revenue forecast is. If the leading indicators are trending downwards but revenue is up, we should investigate why those numbers are diverging.

Leading Indicators vs Revenue



Profitability Analysis

GROSS PROFIT MARGI... (2023 YTD)

\$624,774

▲ \$624,774 vs target



EBITDA \$ (2023 YTD)

\$26,317

▲ \$26,317 vs target



Gross Margin - Operating Expenses.
Also referred to as Operating Profit.

NET INCOME \$ (2023 YTD)

\$26,317

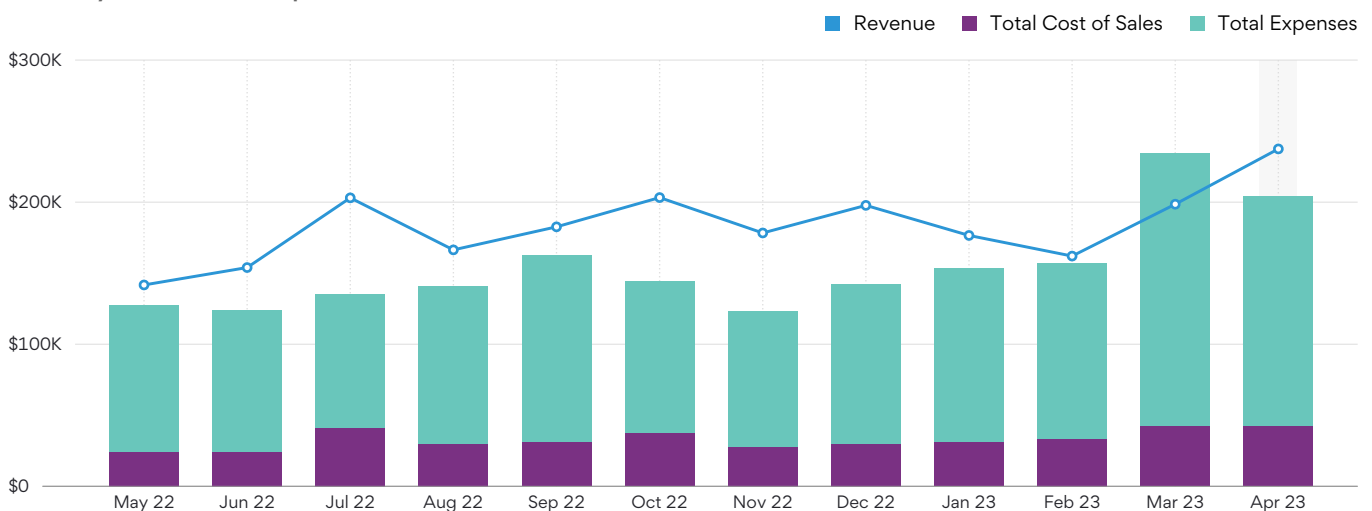


A measure of the proportion of revenue that is left after deducting all cost of goods, expenses, interest, dividends and taxes. As known as Net Profit or 'the bottom line'.

Monthly Revenue vs Expenses

The chart below is a 12 month lookback to see if increases in revenue are greater than increases in our costs. When revenue increases at a rate faster than expenses the business is scalable.

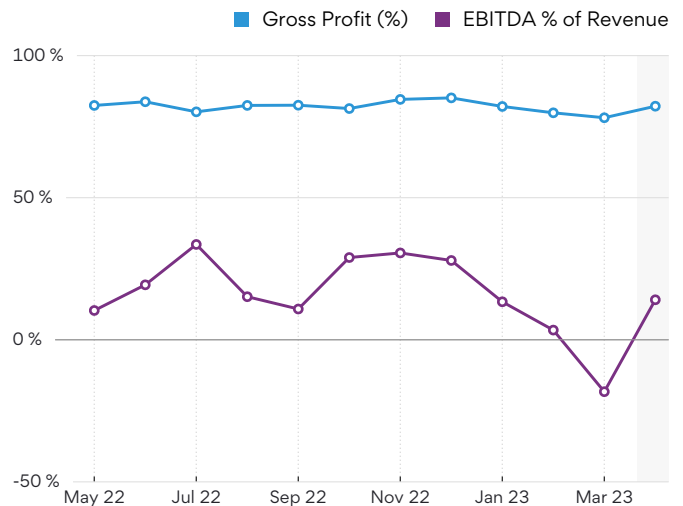
Monthly Revenue vs Expenses



Top 10 Expenses (2023 YTD)

Gross Wages	\$264,568
Marketing Consultants	\$90,000
External Developers	\$90,000
Web/Social/Online	\$40,000
Advertising	\$38,000
Rent	\$23,000
Employee Benefits	\$21,827
Employer Paid Payroll Tax	\$21,165
Software & Subscriptions	\$17,015
Recruiting	\$15,000

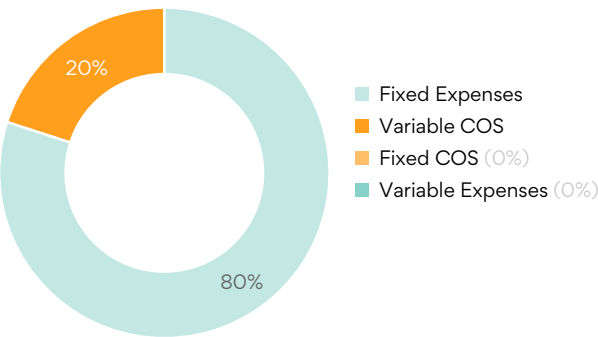
Margin Trends



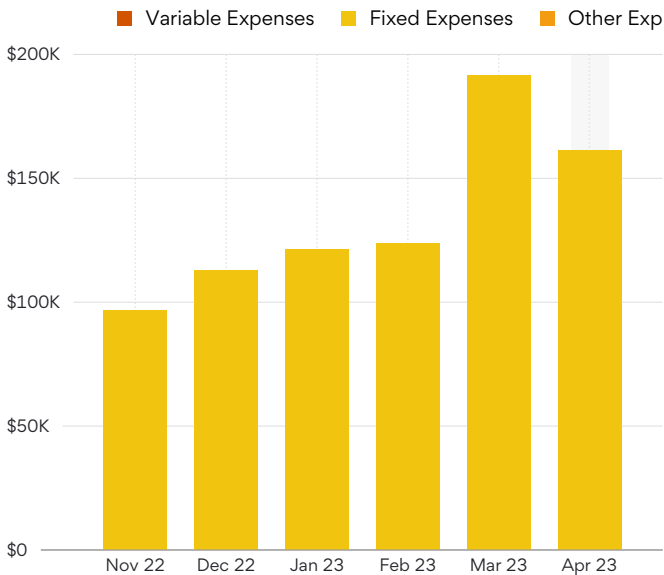
Fixed and Discretionary Costs

The two charts below show the year-to-date fixed and variable costs of your business. We measure fixed costs as those that are incurred whether the business has sales or not. This includes payroll, facilities and insurance costs. All other costs are discretionary, or variable, as they changed based upon sales volume.

Expenditure Mix (2023 YTD)



Expenses



Cash Analysis

CASH ON HAND

\$778,713

▲ 145% vs rolling 12 months average



Total cash on hand as per the general ledger at the end of last month

OPERATING CASH FLO... (2023 YTD)

\$506,494

▲ 953.1% from last year (YTD)



Operating cash flow is simply the cash generated by the operating activities of the business. This includes the production, sales and delivery of your company's products and services as well as collecting payment from its customers and making payment to suppliers.

NET CASH FLOW (2023 YTD)

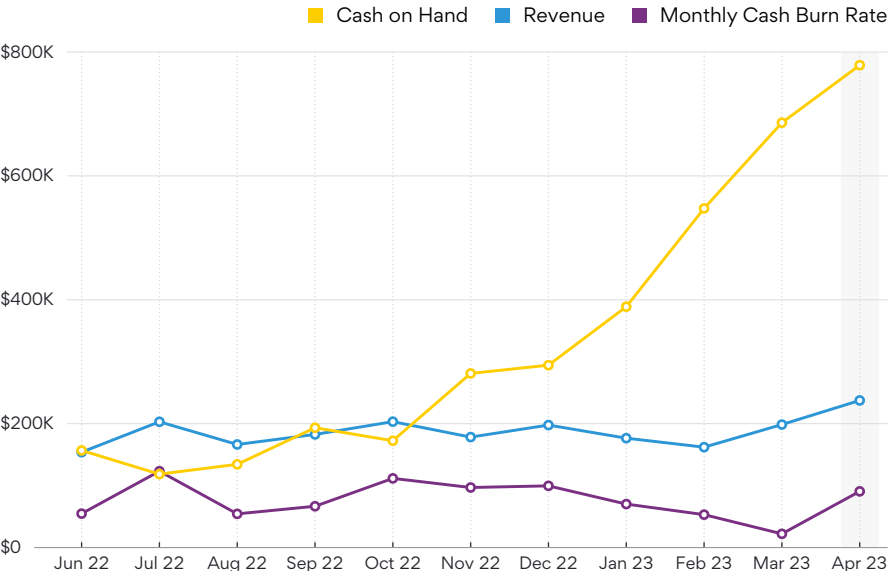
\$446,494

▲ 1,249% from last year (YTD)



Net cash flow is the cash flow remaining after operating, investing and financing activities. Financing activities may include cash outflows such as debt payments, capital raises or distributions to partners.

Historical Cash Generation

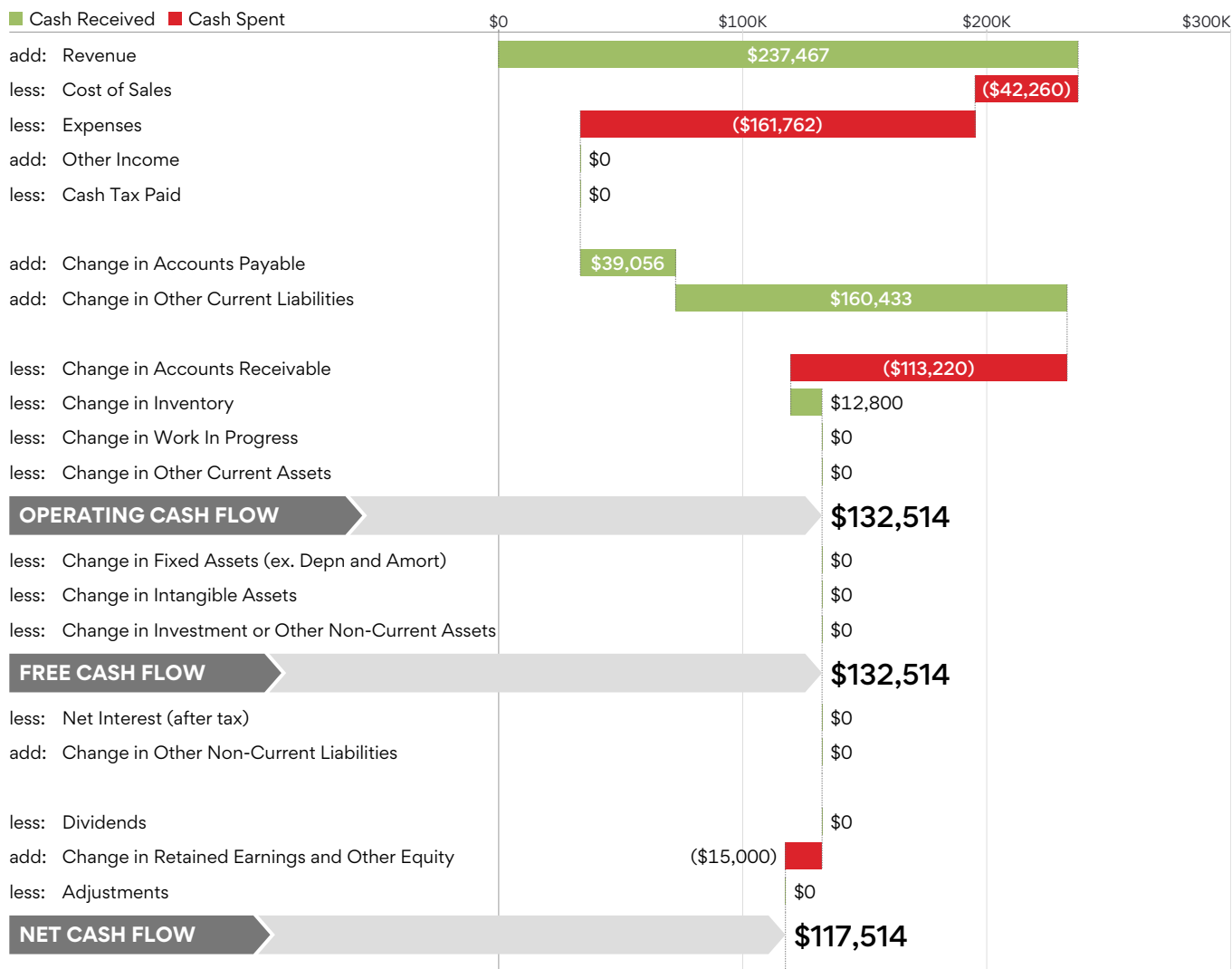


HISTORICAL CASH GENERATION

This chart plots the company's ending cash balance, revenue and monthly cash burn rate. Cash balances should rise as revenue increases more than the monthly cash burn rate.

YTD Cash Inflows and Outflows

The chart below presents the sources and uses of your company's cash. Your cash flow comes from two sources: your company's profitability and any changes made to the balance sheet, such as borrowing money or paying off a loan. Green bars indicate cash generated, red bars are cash consumed.



Net Cash Flow can also be calculated as:

Change in Cash on Hand \$92,880 (Open: \$685,833, Close: \$778,713) — **Change in Debt** (\$24,634) (Open: \$118,572, Close: \$93,938)

Member Compensation & Taxes

MEMBER DRAWS (2023 YTD)

\$60,000

▲ \$45,000 from last year (YTD)



NET INCOME \$ (2023 YTD)

\$26,317



A measure of the proportion of revenue that is left after deducting all cost of goods, expenses, interest, dividends and taxes. As known as Net Profit or 'the bottom line'.

EBITDA \$ (2023 YTD)

\$26,317

▲ \$26,317 vs target



Gross Margin - Operating Expenses. Also referred to as Operating Profit.

ESTIMATED TAX PAYMENTS

2023 (YTD) Projection (YTD actual + budget)

Net Income	\$26,317	\$26,317
Cash on Hand	\$778,713	\$778,713
1Q23 Est Taxes (4/18)	\$2,698	\$2,698
2Q23 Est Taxes (6/15)	\$1,798	\$1,798
3Q23 Est Taxes (9/15)	\$2,698	\$2,698
4Q23 Est Taxes (1/16/24)	\$3,596	\$3,596
Total Est Tax Liability	\$10,789	\$10,789
Cash After Taxes	\$767,924	\$767,924

Profit & Loss Statement

This Month Profit & Loss

	Apr 2023	Budget (Apr 2023)	Variance actuals vs budget (\$)	Apr 2022	Variance 2022 vs 2023 (\$)
Revenue					
Recurring Revenue					
Current App	\$62,367	\$53,700	\$8,667	\$27,167	\$35,200
New App	\$28,000	\$16,000	\$12,000	\$0	\$28,000
Total Recurring Revenue	\$90,367	\$69,700	\$20,667	\$27,167	\$63,200
Non-Recurring Revenue					
Installations	\$2,220	\$3,500	(\$1,280)	\$2,405	(\$185)
Consulting	\$104,880	\$90,000	\$14,880	\$85,444	\$19,436
Product Revenue	\$40,000	\$22,000	\$18,000	\$12,500	\$27,500
Total Non-Recurring Revenue	\$147,100	\$115,500	\$31,600	\$100,349	\$46,751
Total Revenue	\$237,467	\$185,200	\$52,267	\$127,516	\$109,951
Cost of Sales					
Direct Labor	\$18,817	\$17,000	\$1,817	\$14,595	\$4,222
Product Costs	\$12,800	\$7,500	\$5,300	\$4,000	\$8,800
Subcontractors	\$5,400	\$7,500	(\$2,100)	\$0	\$5,400
Hosting	\$5,198	\$4,600	\$598	\$2,894	\$2,304
Merchant Account Fees	\$45	\$50	(\$5)	\$40	\$5
Total Cost of Sales	\$42,260	\$36,650	\$5,610	\$21,529	\$20,731
Gross Profit	\$195,207	\$148,550	\$46,657	\$105,987	\$89,221
Gross Profit (%)	82.20%	80.21%	1.99%	83.12%	-0.91%
Expenses					
Sales & Marketing Expenses					
Advertising	\$12,500	\$10,000	\$2,500	\$1,250	\$11,250
Web/Social/Online	\$15,000	\$10,000	\$5,000	\$3,500	\$11,500
Marketing Consultants	\$22,500	\$22,500	\$0	\$9,500	\$13,000
Total Sales & Marketing Expenses	\$50,000	\$42,500	\$7,500	\$14,250	\$35,750
Compensation & Benefits					
Gross Wages	\$66,142	\$66,500	(\$358)	\$49,998	\$16,144
Employer Paid Payroll Tax	\$5,291	\$5,320	(\$29)	\$4,000	\$1,292
Employee Benefits	\$5,795	\$6,000	(\$205)	\$4,755	\$1,040
Payroll Service Fees	\$990	\$990	\$0	\$792	\$198
Direct Labor Allocation	(\$18,817)	(\$17,500)	(\$1,317)	(\$14,595)	(\$4,222)
Total Compensation & Benefits	\$59,401	\$61,310	(\$1,909)	\$44,950	\$14,451
Travel & Entertainment					
Travel and Lodging	\$0	\$1,500	(\$1,500)	\$0	\$0
Meals & Entertainment	\$263	\$800	(\$537)	\$119	\$144
Total Travel & Entertainment	\$263	\$2,300	(\$2,037)	\$119	\$144
Office Expense					
Communications	\$1,360	\$1,320	\$40	\$1,190	\$170
Office Supplies	\$44	\$500	(\$456)	\$39	\$5
Office Equipment & Repair	\$0	\$300	(\$300)	\$2,566	(\$2,566)
Total Office Expense	\$1,404	\$2,120	(\$716)	\$3,795	(\$2,391)
Professional Services					
Legal	\$1,756	\$400	\$1,356	\$0	\$1,756
Accounting	\$3,700	\$2,500	\$1,200	\$1,700	\$2,000

This Month Profit & Loss

	Apr 2023	Budget (Apr 2023)	Variance actuals vs budget (\$)	Apr 2022	Variance 2022 vs 2023 (\$)
Total Professional Services	\$5,456	\$2,900	\$2,556	\$1,700	\$3,756
Facilities					
Rent	\$5,750	\$5,750	\$0	\$5,500	\$250
Utilities	\$125	\$100	\$25	\$100	\$25
Repairs & Maintenance	\$108	\$125	(\$17)	\$108	\$0
Total Facilities	\$5,983	\$5,975	\$8	\$5,708	\$275
Insurance	\$4,750	\$0	\$4,750	\$4,500	\$250
Professional Development					
Dues & Subscriptions	\$249	\$250	(\$1)	\$229	\$20
IT Expenses					
Software & Subscriptions	\$4,231	\$4,500	(\$269)	\$4,131	\$100
Other Operating Expenses					
Bank charges	\$25	\$25	\$0	\$25	\$0
Product Development					
External Developers	\$30,000	\$22,500	\$7,500	\$33,825	(\$3,825)
Total Expenses	\$161,762	\$144,380	\$17,382	\$113,232	\$48,530
Operating Profit	\$33,445	\$4,170	\$29,275	(\$7,245)	\$40,690
Operating Profit (%)	14.08%	2.25%	11.83%	-5.68%	19.77%
Other Expenses					
Interest Expense	\$0	\$0	\$0	\$504	(\$504)
Earnings Before Interest & Tax	\$33,445	\$4,170	\$29,275	(\$7,749)	\$41,194
Net Income	\$33,445	\$4,170	\$29,275	(\$7,749)	\$41,194
Net Income (%)	14.08%	2.25%	11.83%	-6.08%	20.16%

YTD PROFIT & LOSS

	2023 (YTD)	Budget (YTD)	Variance actuals vs budget (\$ YTD)	2022 (YTD)	Variance 2022 vs 2023 (\$ YTD)
Revenue					
Recurring Revenue					
Current App	\$222,783	\$214,800	\$7,983	\$98,067	\$124,716
New App	\$64,500	\$64,000	\$500	\$0	\$64,500
Total Recurring Revenue	\$287,283	\$278,800	\$8,483	\$98,067	\$189,216
Non-Recurring Revenue					
Installations	\$13,320	\$14,000	(\$680)	\$6,105	\$7,215
Consulting	\$381,518	\$360,000	\$21,518	\$310,013	\$71,505
Product Revenue	\$92,500	\$88,000	\$4,500	\$100,000	(\$7,500)
Total Non-Recurring Revenue	\$487,338	\$462,000	\$25,338	\$416,118	\$71,220
Total Revenue	\$774,621	\$740,800	\$33,821	\$514,185	\$260,436
Cost of Sales					
Direct Labor	\$70,954	\$68,000	\$2,954	\$55,033	\$15,921
Product Costs	\$29,600	\$30,000	(\$400)	\$32,000	(\$2,400)
Subcontractors	\$29,760	\$30,000	(\$240)	\$3,660	\$26,100
Hosting	\$19,352	\$18,400	\$952	\$10,775	\$8,577
Merchant Account Fees	\$180	\$200	(\$20)	\$160	\$20
Total Cost of Sales	\$149,846	\$146,600	\$3,246	\$101,628	\$48,218
Gross Profit	\$624,774	\$594,200	\$30,574	\$412,556	\$212,218
Gross Profit (%)	80.66%	80.21%	0.44%	80.24%	0.42%
Expenses					
Sales & Marketing Expenses					
Advertising	\$38,000	\$40,000	(\$2,000)	\$4,250	\$33,750
Web/Social/Online	\$40,000	\$40,000	\$0	\$9,000	\$31,000
Marketing Consultants	\$90,000	\$90,000	\$0	\$38,000	\$52,000
Trade Shows	\$8,500	\$10,000	(\$1,500)	\$0	\$8,500
Other Marketing Expense	\$0	\$0	\$0	\$379	(\$379)
Total Sales & Marketing Expenses	\$176,500	\$180,000	(\$3,500)	\$51,629	\$124,871
Compensation & Benefits					
Gross Wages	\$264,568	\$266,000	(\$1,432)	\$199,992	\$64,576
Employer Paid Payroll Tax	\$21,165	\$21,280	(\$115)	\$15,999	\$5,166
Employee Benefits	\$21,827	\$24,000	(\$2,173)	\$18,255	\$3,572
Recruiting	\$15,000	\$15,000	\$0	\$0	\$15,000
Payroll Service Fees	\$3,663	\$3,960	(\$297)	\$3,168	\$495
Direct Labor Allocation	(\$70,954)	(\$70,000)	(\$954)	(\$55,033)	(\$15,921)
Total Compensation & Benefits	\$255,269	\$260,240	(\$4,971)	\$182,381	\$72,888
Travel & Entertainment					
Travel and Lodging	\$5,859	\$6,000	(\$141)	\$0	\$5,859
Meals & Entertainment	\$2,768	\$3,200	(\$432)	\$528	\$2,240
Total Travel & Entertainment	\$8,627	\$9,200	(\$573)	\$528	\$8,099
Office Expense					
Communications	\$5,440	\$5,280	\$160	\$4,760	\$680
Office Supplies	\$1,773	\$2,000	(\$227)	\$210	\$1,563
Office Equipment & Repair	\$1,366	\$1,200	\$166	\$2,566	(\$1,200)
Total Office Expense	\$8,579	\$8,480	\$99	\$7,536	\$1,043
Professional Services					
Legal	\$2,306	\$1,600	\$706	\$3,575	(\$1,269)
Accounting	\$9,100	\$10,000	(\$900)	\$1,700	\$7,400
Total Professional Services	\$11,406	\$11,600	(\$194)	\$5,275	\$6,131

YTD PROFIT & LOSS

	2023 (YTD)	Budget (YTD)	Variance actuals vs budget (\$ YTD)	2022 (YTD)	Variance 2022 vs 2023 (\$ YTD)
Facilities					
Rent	\$23,000	\$23,000	\$0	\$22,000	\$1,000
Utilities	\$328	\$400	(\$72)	\$277	\$51
Repairs & Maintenance	\$486	\$500	(\$14)	\$378	\$108
Total Facilities	\$23,814	\$23,900	(\$86)	\$22,655	\$1,159
Insurance	\$6,400	\$0	\$6,400	\$6,000	\$400
Professional Development					
Dues & Subscriptions	\$747	\$1,000	(\$253)	\$687	\$60
IT Expenses					
Software & Subscriptions	\$17,015	\$18,000	(\$985)	\$16,723	\$292
Hardware Purchases	\$0	\$0	\$0	\$2,106	(\$2,106)
Total IT Expenses	\$17,015	\$18,000	(\$985)	\$18,829	(\$1,814)
Other Operating Expenses					
Bank charges	\$100	\$100	\$0	\$100	\$0
Product Development					
External Developers	\$90,000	\$90,000	\$0	\$150,338	(\$60,338)
Total Expenses	\$598,457	\$602,520	(\$4,063)	\$445,958	\$152,499
Operating Profit	\$26,317	(\$8,320)	\$34,637	(\$33,401)	\$59,719
Operating Profit (%)	3.40%	-1.12%	4.52%	-6.50%	9.89%
Other Expenses					
Interest Expense	\$0	\$0	\$0	\$1,512	(\$1,512)
Earnings Before Interest & Tax	\$26,317	(\$8,320)	\$34,637	(\$34,914)	\$61,231
Net Income	\$26,317	(\$8,320)	\$34,637	(\$34,914)	\$61,231
Net Income (%)	3.40%	-1.12%	4.52%	-6.79%	10.19%

Balance Sheet

BALANCE SHEET	Apr 2023	Apr 2022	Variance 2022 vs 2023 (\$)	Rolling 12 months
ASSETS				
Cash & Equivalents				
Checking	\$778,713	\$97,276	\$681,436	\$778,713
Accounts Receivable				
Accounts Receivable	\$491,023	\$235,672	\$255,351	\$491,023
Inventory				
Inventory Asset	\$30,905	\$13,305	\$17,600	\$30,905
Total Current Assets	\$1,300,641	\$346,253	\$954,388	\$1,300,641
Total Non-Current Assets	\$0	\$0	\$0	\$0
Total Assets	\$1,300,641	\$346,253	\$954,388	\$1,300,641
LIABILITIES				
Short Term Debt				
Chase Credit Card	\$93,938	\$57,986	\$35,952	\$93,938
Accounts Payable				
Accounts Payable	\$39,056	\$35,525	\$3,531	\$39,056
Other Current Liabilities				
Accrued Expenses				
Deferred Revenue	\$890,567	\$66,733	\$823,834	\$890,567
Short-term Debt	\$0	\$110,000	(\$110,000)	\$0
Total Other Current Liabilities	\$890,567	\$176,733	\$713,834	\$890,567
Total Current Liabilities	\$1,023,561	\$270,244	\$753,317	\$1,023,561
Total Non-Current Liabilities	\$0	\$0	\$0	\$0
Total Liabilities	\$1,023,561	\$270,244	\$753,317	\$1,023,561
EQUITY				
Retained Earnings				
Retained Earnings	\$360,763	\$70,923	\$289,840	\$360,763
Current Earnings				
Net Income	\$26,317	(\$34,914)	\$61,231	\$26,317
Other Equity				
Contributions	\$75,000	\$75,000	\$0	\$75,000
Distributions	(\$185,000)	(\$35,000)	(\$150,000)	(\$185,000)
Total Other Equity	(\$110,000)	\$40,000	(\$150,000)	(\$110,000)
Total Equity	\$277,080	\$76,009	\$201,071	\$277,080
Total Liabilities & Equity	\$1,300,641	\$346,253	\$954,388	\$1,300,641

Statement of Cash Flows

CASH FLOW STATEMENT	Apr 2023	Apr 2022	Variance 2022 vs 2023 (\$)	2023 (YTD)
OPERATING ACTIVITIES				
Net Income	\$33,445	(\$7,749)	\$41,194	\$26,317
Change in Accounts Payable	\$39,056	\$35,525	\$3,531	\$39,056
Change in Other Current Liabilities	\$160,433	\$15,033	\$145,400	\$568,317
Change in Accounts Receivable	(\$113,220)	\$3,845	(\$117,065)	(\$156,796)
Change in Inventory	\$12,800	\$4,000	\$8,800	\$29,600
Cash Flow from Operating Activities	\$132,514	\$50,654	\$81,860	\$506,494
INVESTING ACTIVITIES				
Cash Flow From Investing Activities	\$0	\$0	\$0	\$0
FINANCING ACTIVITIES				
Change in Other Equity	(\$15,000)	\$0	(\$15,000)	(\$60,000)
Change in Short Term Debt	(\$24,634)	\$593	(\$25,227)	\$37,786
Cash Flow From Financing Activities	(\$39,634)	\$593	(\$40,227)	(\$22,214)
Change in Cash & Equivalents	\$92,880	\$51,247	\$41,633	\$484,280
Cash & Equivalents, Opening Balance	\$685,833	\$46,030	\$639,803	\$294,433
Cash & Equivalents, Closing Balance	\$778,713	\$97,276	\$681,436	\$778,713

Monthly Projected P&L

Shaded text indicates current month actuals. All preceding months are actual data.

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

	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
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
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%

Monthly Projected Balance Sheet

Shaded text indicates current month actuals. All preceding months are actual data.

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												
Checking	\$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												
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												
Inventory Asset	\$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												
Chase Credit Card	\$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												
Accounts Payable	\$0	\$26,800	\$0	\$39,056	\$32,547	\$26,037	\$19,528	\$13,019	\$6,509	\$0	\$0	\$0
Other Current Liabilities												
Accrued Expenses												
Deferred Revenue	\$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 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												
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												
Net Income	\$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												
Contributions	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000
Distributions	(\$140,000)	(\$155,000)	(\$170,000)	(\$185,000)	(\$200,000)	(\$215,000)	(\$230,000)	(\$245,000)	(\$260,000)	(\$275,000)	(\$290,000)	(\$305,000)

	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 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

Monthly Projected Cash Flow Statement

Shaded text indicates current month actuals. All preceding months are actual data.

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
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

Basis of Preparation

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