Revenue and Expense Worksheet

Fill in only the blue squares.

Pay the most attention to the first four months.

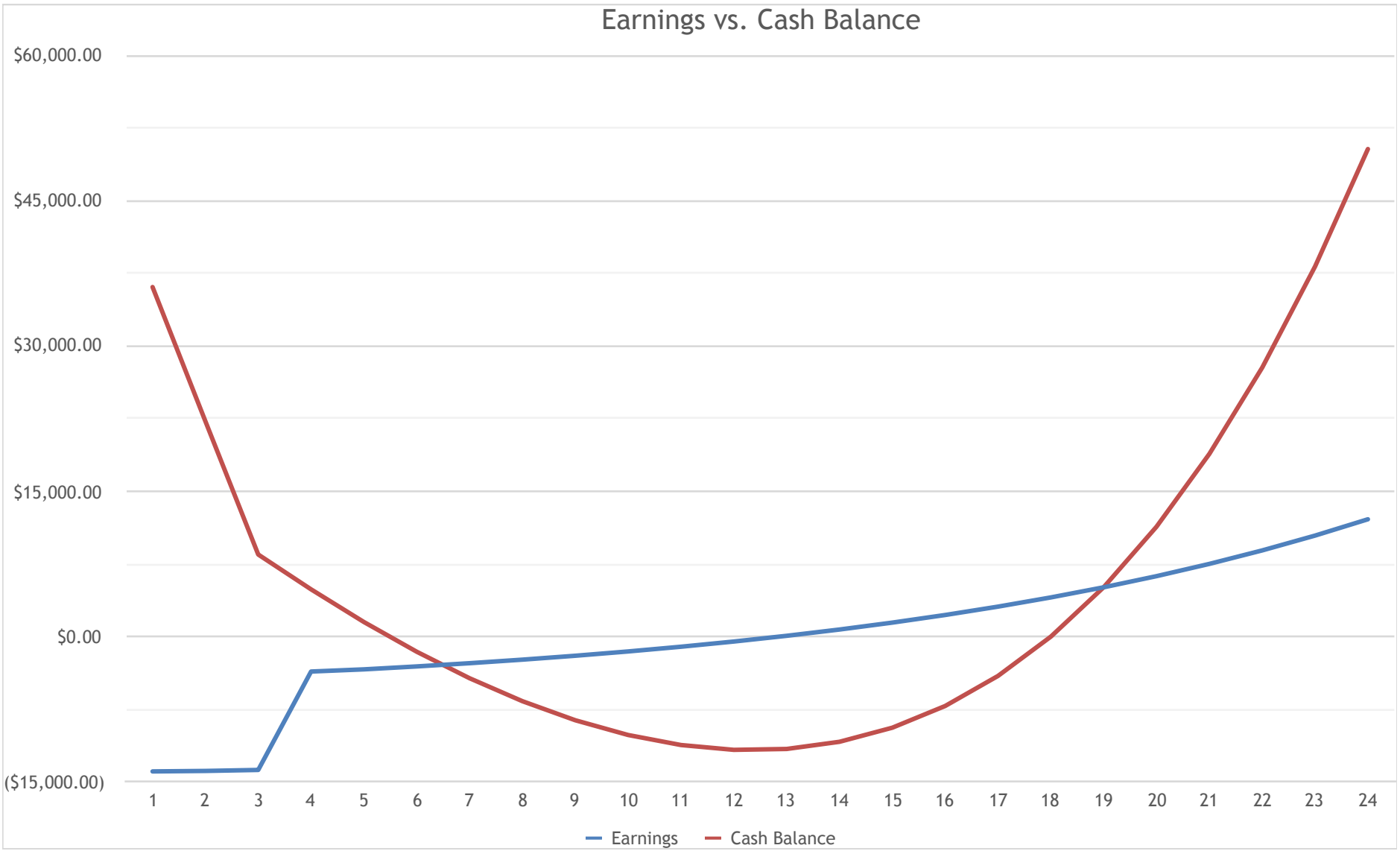
Beyond that, you'll begin to make more unlikely assumptions.

Salaries and Funding	
Monthly Salary, Individual #1	$2,500.00
Monthly Salary, Individual #2	$2,500.00
Monthly Salary, Individual #3	$0.00
Seed Funding	$50,000.00
Hosting Service Fees, as a % of revenue	5.00%
Development Funding	$60,000.00
	Release

Baseline	
Sale price of your service / product, per customer, per month:	$1,500.00
Total addressable market size:	7,000
Preliminary Product Awareness & Transactions	
Total percentage of awareness:	5.00%
Total size of awareness:	350
Total percentage (of awareness) that transact:	0.500%
Total preliminary transactions:	175.000%
Growth	
Month over month growth:	10%

	Year 1												Year 2											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Monthly Starting Balance	$50,000.00	$36,093.75	$22,237.38	$8,482.75	$4,886.84	$1,515.26	-$1,553.48	-$4,289.09	-$6,658.27	-$8,624.36	-$10,147.06	-$11,182.03	-$11,680.50	-$11,588.81	-$10,847.95	-$9,393.01	-$7,152.58	-$4,048.10	$6.82	$5,107.24	$11,357.70	$18,873.21	$27,780.27	$38,218.03
Revenue																								
Month over Month growth		2%	4%	6%	8%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Projected number of sales	2	2	2	2	2	2	3	3	3	3	4	4	5	5	6	6	7	7	8	9	10	11	12	13
Total Revenue:	$2,625.00	$2,677.50	$2,784.60	$2,951.68	$3,187.81	$3,506.59	$3,857.25	$4,242.98	$4,667.27	$5,134.00	$5,647.40	$6,212.14	$6,833.35	$7,516.69	$8,268.36	$9,095.19	$10,004.71	$11,005.18	$12,105.70	$13,316.27	$14,647.90	$16,112.69	$17,723.96	$19,496.36
Expenses																								
Salaries	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00
Development	$10,000.00	$10,000.00	$10,000.00																					
Hosting Service Fees	$131.25	$133.88	$139.23	$147.58	$159.39	$175.33	$192.86	$212.15	$233.36	$256.70	$282.37	$310.61	$341.67	$375.83	$413.42	$454.76	$500.24	$550.26	$605.29	$665.81	$732.40	$805.63	$886.20	$974.82
Utilities (include heat, A/C, internet)	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00
Office Space / Rent / Parking	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00
Legal	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00
Travel																								
Marketing	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00
Healthcare																								
Insurance																								
Misc	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00
Total Expenses:	$16,531.25	$16,533.88	$16,539.23	$6,547.58	$6,559.39	$6,575.33	$6,592.86	$6,612.15	$6,633.36	$6,656.70	$6,682.37	$6,710.61	$6,741.67	$6,775.83	$6,813.42	$6,854.76	$6,900.24	$6,950.26	$7,005.29	$7,065.81	$7,132.40	$7,205.63	$7,286.20	$7,374.82
Monthly Profit / Loss	($13,906.25)	($13,856.38)	($13,754.63)	($3,595.91)	($3,371.58)	($3,068.74)	($2,735.61)	($2,369.17)	($1,966.09)	($1,522.70)	($1,034.97)	($498.47)	$91.69	$740.85	$1,454.94	$2,240.43	$3,104.48	$4,054.93	$5,100.42	$6,250.46	$7,515.51	$8,907.06	$10,437.76	$12,121.54
Monthly Ending Balance	$36,093.75	$22,237.38	$8,482.75	$4,886.84	$1,515.26	($1,553.48)	($4,289.09)	($6,658.27)	($8,624.36)	($10,147.06)	($11,182.03)	($11,680.50)	($11,588.81)	($10,847.95)	($9,393.01)	($7,152.58)	($4,048.10)	$6.82	$5,107.24	$11,357.70	$18,873.21	$27,780.27	$38,218.03	$50,339.57
Total Users Served Per Month	2	2	2	2	2	2	3	3	3	3	4	4	5	5	6	6	7	7	8	9	10	11	12	13
Income Per User Served	($7,946.43)	($7,762.68)	($7,409.30)	($1,827.39)	($1,586.47)	($1,312.70)	($1,063.82)	($837.56)	($631.88)	($444.89)	($274.90)	($120.36)	$20.13	$147.84	$263.95	$369.50	$465.45	$552.68	$631.99	$704.08	$769.62	$829.20	$883.36	$932.60

(Note that taxes are not included in this model)


Earnings vs. Cash Balance
$60,000.00
$45,000.00
$30,000.00
$15,000.00
$0.00
($15,000.00)
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
Earnings
Cash Balance