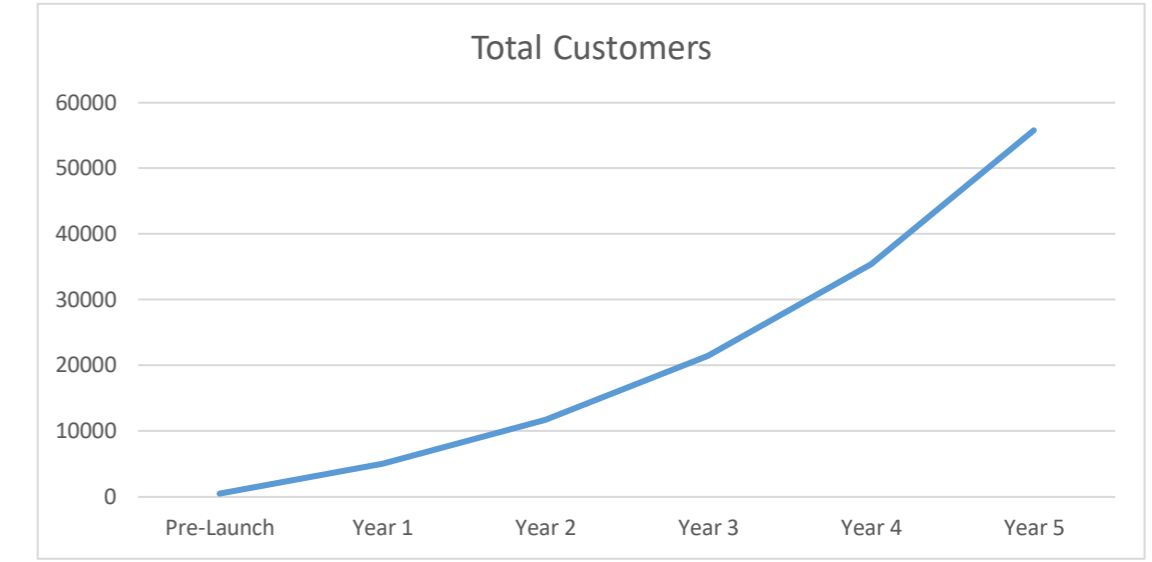


Income Drivers	
Visitors - Annual Growth	45%
Visitor to Customer %	20%
Annual Income per Customer	\$65.00

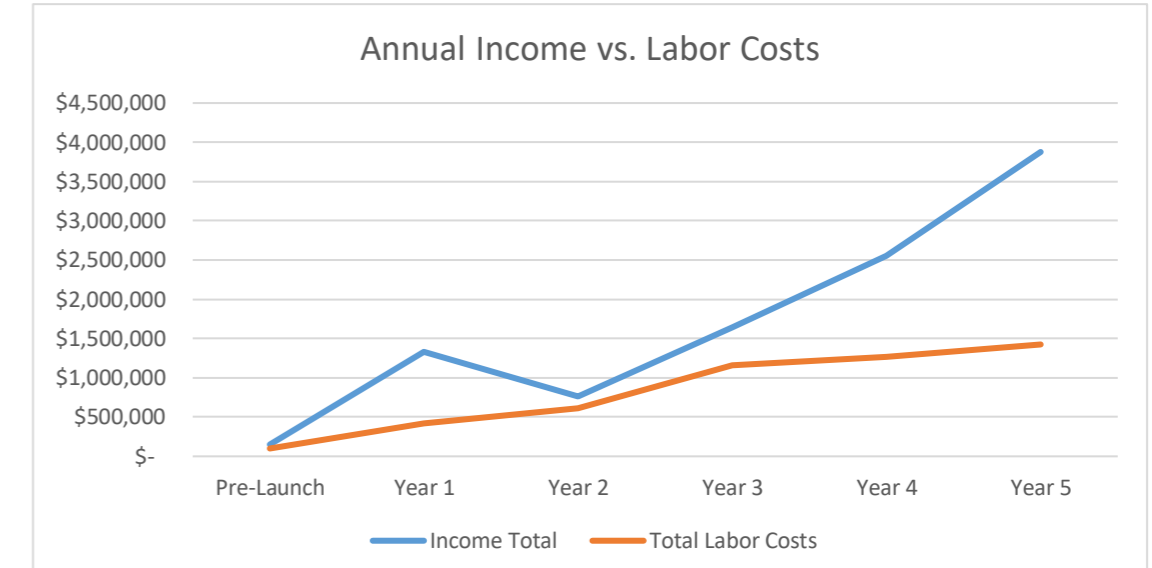
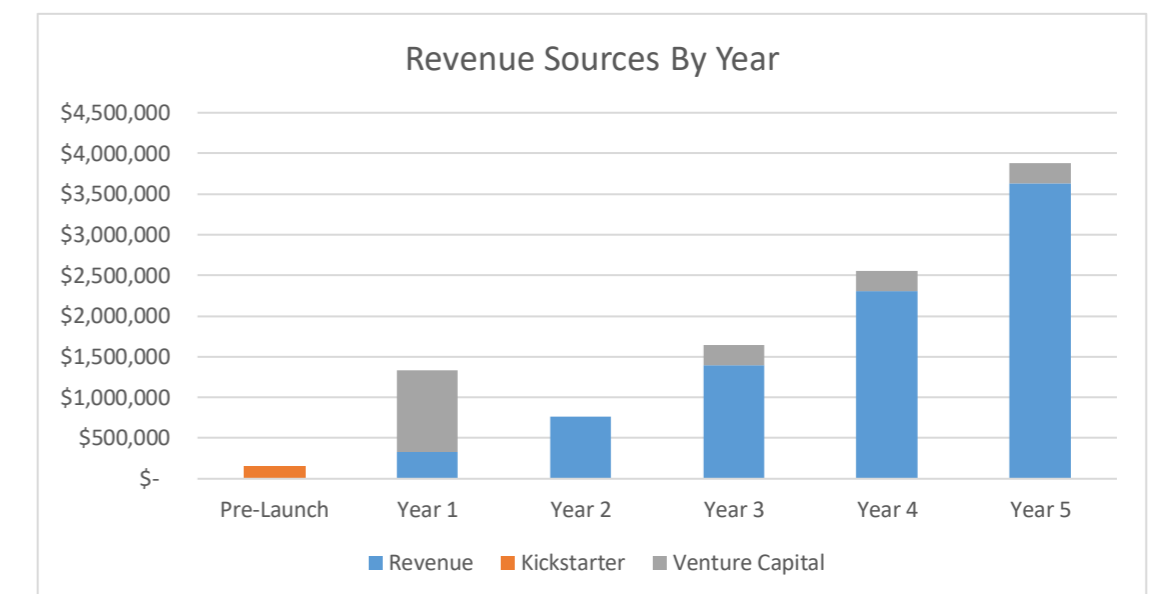
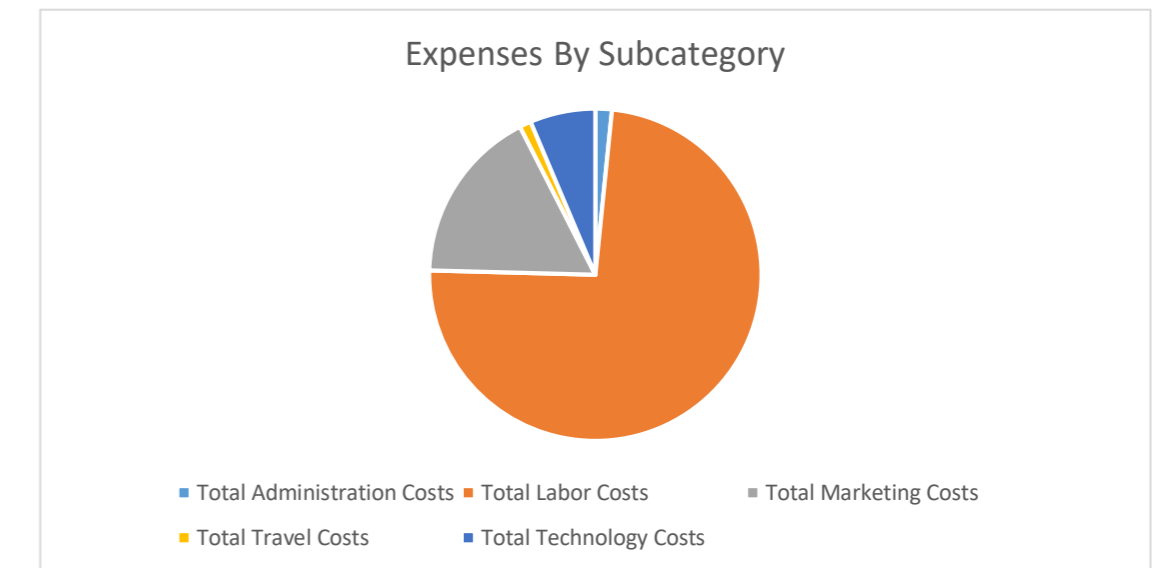
Cost Drivers	
Hosting per Customer	\$3
Rent per Employee	\$850

Staff Salaries	
Executives	\$150,000
Office	\$40,000
Support	\$35,000
Marketing	\$85,000
Development	\$100,000

Annual Volumes Report								
Category	Pre-Launch	Year 1	Year 2	Year 3	Year 4	Year 5	Total	Percent of Total
Customers								
Web Visitors	0	23000	33350	48358	70118	101672	276498	
New Customers	500	4600	6670	9672	14024	20334	55800	
Total Customers	500	5100	11770	21442	35465	55800		
Employees								
Executives	0	0	0	1	1	1	1	4.5%
Office Staff	0	0	1	2	3	3	3	13.6%
Support Staff	1	1	3	5	7	9	9	40.9%
Marketing Staff	0	1	2	3	3	4	4	18.2%
Development Staff	0	3	3	5	5	5	5	22.7%
Total Employees	1	5	9	16	19	22	22	



Annual Income Statement									
Category	Pre-Launch	Year 1	Year 2	Year 3	Year 4	Year 5	Total	Percent of Total	
Income									
Revenue	\$ -	\$ 331,500	\$ 765,050	\$ 1,393,698	\$ 2,305,236	\$ 3,626,968	\$ 8,422,451.62	81.59%	
Kickstarter	\$ 150,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150,000.00	1.45%	
Venture Capital	\$ -	\$ 1,000,000	\$ -	\$ 250,000	\$ 250,000	\$ 250,000	\$ 1,750,000.00	16.95%	
Income Total	\$ 150,000	\$ 1,331,500	\$ 765,050	\$ 1,643,698	\$ 2,555,236	\$ 3,876,968	\$ 10,322,451.62		
Expenses									
Administration									
Office Supplies	\$ 500.00	\$ 2,500.00	\$ 5,000.00	\$ 7,500.00	\$ 10,000.00	\$ 12,500.00	\$ 38,000.00	34.99%	
Furniture	\$ 1,500.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 5,250.00	4.83%	
Catering	\$ -	\$ 500.00	\$ 750.00	\$ 1,000.00	\$ 1,250.00	\$ 1,500.00	\$ 5,000.00	4.60%	
Office Rent	\$ -	\$ 4,250.00	\$ 7,650.00	\$ 13,600.00	\$ 16,150.00	\$ 18,700.00	\$ 60,350.00	55.57%	
Total Administration Costs	\$ 2,000.00	\$ 8,000.00	\$ 14,150.00	\$ 22,850.00	\$ 28,150.00	\$ 33,450.00	\$ 108,600.00	1.61%	
Labor Cost									
Executives	\$ -	\$ -	\$ -	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 450,000.00	9.02%	
Office Staff	\$ -	\$ -	\$ 40,000.00	\$ 80,000.00	\$ 120,000.00	\$ 120,000.00	\$ 360,000.00	7.21%	
Support Staff	\$ 25,000.00	\$ 35,000.00	\$ 105,000.00	\$ 175,000.00	\$ 245,000.00	\$ 315,000.00	\$ 900,000.00	18.04%	
Marketing Staff	\$ -	\$ 85,000.00	\$ 170,000.00	\$ 255,000.00	\$ 255,000.00	\$ 340,000.00	\$ 1,105,000.00	22.14%	
Development Staff	\$ 75,000.00	\$ 300,000.00	\$ 300,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 2,175,000.00	43.59%	
Total Labor Costs	\$ 100,000.00	\$ 420,000.00	\$ 615,000.00	\$ 1,160,000.00	\$ 1,270,000.00	\$ 1,425,000.00	\$ 4,990,000.00	73.81%	
Marketing									
Television	\$ -	\$ -	\$ 50,000.00	\$ 500,000.00	\$ 150,000.00	\$ 200,000.00	\$ 900,000.00	77.92%	
Radio	\$ -	\$ -	\$ 25,000.00	\$ 50,000.00	\$ 75,000.00	\$ 100,000.00	\$ 250,000.00	21.65%	
Street Team	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	0.43%	
Total Marketing Costs	\$ -	\$ 5,000.00	\$ 75,000.00	\$ 550,000.00	\$ 225,000.00	\$ 300,000.00	\$ 1,155,000.00	17.08%	
Travel									
Meals	\$ -	\$ 400.00	\$ 800.00	\$ 1,200.00	\$ 1,600.00	\$ 2,000.00	\$ 6,000.00	7.89%	
Transportation	\$ -	\$ 1,000.00	\$ 2,500.00	\$ 4,000.00	\$ 5,500.00	\$ 7,000.00	\$ 20,000.00	26.32%	
Hotels	\$ -	\$ 5,000.00	\$ 7,500.00	\$ 10,000.00	\$ 12,500.00	\$ 15,000.00	\$ 50,000.00	65.79%	
Total Travel Costs	\$ -	\$ 6,400.00	\$ 10,800.00	\$ 15,200.00	\$ 19,600.00	\$ 24,000.00	\$ 76,000.00	1.12%	
Technology									
Software	\$ 500.00	\$ 1,000.00	\$ 1,500.00	\$ 2,000.00	\$ 2,500.00	\$ 3,000.00	\$ 10,500.00	2.44%	
Hardware	\$ 1,500.00	\$ 3,000.00	\$ 4,500.00	\$ 6,000.00	\$ 7,500.00	\$ 9,000.00	\$ 31,500.00	7.31%	
Server Hosting	\$ -	\$ 15,300.00	\$ 35,310.00	\$ 64,324.50	\$ 106,395.53	\$ 167,398.51	\$ 388,728.54	90.25%	
Total Technology Costs	\$ 2,000.00	\$ 19,300.00	\$ 41,310.00	\$ 72,324.50	\$ 116,395.53	\$ 179,398.51	\$ 430,728.54	6.37%	
Expenses Total	\$ 104,000.00	\$ 458,700.00	\$ 756,260.00	\$ 1,820,374.50	\$ 1,659,145.53	\$ 1,961,848.51	\$ 6,760,328.54		
Net Income	\$ 46,000.00	\$ 872,800.00	\$ 8,790.00	\$ (176,677.00)	\$ 896,090.85	\$ 1,915,119.23	\$ 3,562,123.08		
Cash Balance	\$ 46,000.00	\$ 918,800.00	\$ 927,590.00	\$ 750,913.00	\$ 1,647,003.85	\$ 3,562,123.08	\$ 3,562,123.08		



Alerts					
Net Income Trend		Growth Yr	Down Yr	Down Yr	Growth Yr
Cash Coverage	Low Cash	Covered	Covered	Low Cash	Covered

Key Metrics								
Category	Pre-Launch	Year 1	Year 2	Year 3	Year 4	Year 5	Average	
Income per Customer	\$ 300.00	\$ 261.08	\$ 65.00	\$ 76.66	\$ 72.05	\$ 69.48	\$ 79.36	
Income per Employee	\$ 150,000.00	\$ 266,300.00	\$ 85,005.56	\$ 102,731.09	\$ 134,486.13	\$ 176,225.81	\$ 143,367.38	
Costs per Customer	\$ 208.00	\$ 89.94	\$ 64.25	\$ 84.90	\$ 46.78	\$ 35.16	\$ 51.97	
Costs per Employee	\$ 104,000.00	\$ 91,740.00	\$ 84,028.89	\$ 113,773.41	\$ 87,323.45	\$ 89,174.93	\$ 93,893.45	