

<b>Projected Income Statement</b>																
<b>ABC Company</b>																
<b>INCOME STATEMENT</b>	<b>Mo 1</b>	<b>Mo 2</b>	<b>Mo 3</b>	<b>Mo 4</b>	<b>Mo 5</b>	<b>Mo 6</b>	<b>Mo 7</b>	<b>Mo 8</b>	<b>Mo 9</b>	<b>Mo 10</b>	<b>Mo 11</b>	<b>Mo 12</b>	<b>Yr 1 Tot</b>	<b>% Sales</b>	<b>Year 2</b>	<b>Year 3</b>
Revenue Stream 1	4,000	4,000	3,000	6,000	5,000	8,000	3,000	4,000	4,000	7,000	10,000	9,000	67,000	30%	75,000	90,000
Revenue Stream 2	5,000	5,000	5,000	6,000	6,000	6,000	8,000	8,000	8,000	12,000	12,000	12,000	93,000	41%	100,000	110,000
Revenue Stream 3	7,000	7,000	7,000	4,000	4,000	4,000	4,000	5,000	5,000	5,000	7,000	7,000	66,000	29%	75,000	80,000
<b>TOTAL REVENUES</b>	<b>16,000</b>	<b>16,000</b>	<b>15,000</b>	<b>16,000</b>	<b>15,000</b>	<b>18,000</b>	<b>15,000</b>	<b>17,000</b>	<b>17,000</b>	<b>24,000</b>	<b>29,000</b>	<b>28,000</b>	<b>226,000</b>	<b>100%</b>	<b>250,000</b>	<b>280,000</b>
COGS - Rev Stream 1	1,800	1,800	1,350	2,700	2,250	3,600	1,350	1,800	1,800	3,150	4,500	4,050	30,150	13%	33,750	40,500
COGS - Rev Stream 2	2,600	2,600	2,600	3,120	3,120	3,120	4,160	4,160	4,160	6,240	6,240	6,240	48,360	21%	52,000	57,200
COGS - Rev Stream 3	4,550	4,550	4,550	2,600	2,600	2,600	2,600	3,250	3,250	3,250	4,550	4,550	42,900	19%	48,750	52,000
<b>TOTAL COGS</b>	<b>8,950</b>	<b>8,950</b>	<b>8,500</b>	<b>8,420</b>	<b>7,970</b>	<b>9,320</b>	<b>8,110</b>	<b>9,210</b>	<b>9,210</b>	<b>12,640</b>	<b>15,290</b>	<b>14,840</b>	<b>121,410</b>	<b>54%</b>	<b>134,500</b>	<b>149,700</b>
<b>TOTAL GROSS MARGIN \$</b>	<b>7,050</b>	<b>7,050</b>	<b>6,500</b>	<b>7,580</b>	<b>7,030</b>	<b>8,680</b>	<b>6,890</b>	<b>7,790</b>	<b>7,790</b>	<b>11,360</b>	<b>13,710</b>	<b>13,160</b>	<b>104,590</b>	<b>46%</b>	<b>115,500</b>	<b>130,300</b>
GM %	44%	44%	43%	47%	47%	48%	46%	46%	46%	47%	47%	47%	46%		46%	47%
Advertising	500	500	500	500	500	500	500	500	500	500	500	500	6,000	3%	8,000	10,000
Marketing Payroll / Benefits	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	11%	27,000	27,000
Commissions	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%	1,500	1,500
Travel / Entertainment - Mktg	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%	1,500	1,500
Mailing Costs - Marketing	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%	2,000	2,000
<b>TOTAL MARKETING EXP</b>	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>	<b>33,600</b>	<b>15%</b>	<b>40,000</b>	<b>42,000</b>
Rent	500	500	500	500	500	500	500	500	500	500	500	500	6,000	3%	6,000	6,000
Utilities	300	300	300	300	300	300	300	300	300	300	300	300	3,600	2%	3,700	3,900
Repairs / Maintenance	50	50	50	50	50	50	50	50	50	50	50	50	600	0%	800	1,000
Payroll / Benefits	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	11%	30,000	36,000
Depreciation Expense	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%	1,200	1,500
Professional Services	300	300	300	300	300	300	300	300	300	300	300	300	3,600	2%	4,000	5,000
Travel / Entertainment - G&A	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%	2,000	3,000
Insurance	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%	1,200	1,500
Telephone	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%	1,500	2,500
Dues & Subscriptions	30	30	30	30	30	30	30	30	30	30	30	30	360	0%	360	360
Office Supplies	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%	1,500	1,800
Security System	50	50	50	50	50	50	50	50	50	50	50	50	600	0%	600	600
Misc Expenses	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%	2,000	3,000
<b>TOTAL G&amp;A EXPENSES</b>	<b>3,830</b>	<b>3,830</b>	<b>3,830</b>	<b>3,830</b>	<b>3,830</b>	<b>3,830</b>	<b>3,830</b>	<b>3,830</b>	<b>3,830</b>	<b>3,830</b>	<b>3,830</b>	<b>3,830</b>	<b>45,960</b>	<b>20%</b>	<b>54,860</b>	<b>66,160</b>
<b>TOTAL EXPENSES</b>	<b>6,630</b>	<b>6,630</b>	<b>6,630</b>	<b>6,630</b>	<b>6,630</b>	<b>6,630</b>	<b>6,630</b>	<b>6,630</b>	<b>6,630</b>	<b>6,630</b>	<b>6,630</b>	<b>6,630</b>	<b>79,560</b>	<b>35%</b>	<b>94,860</b>	<b>108,160</b>
<b>NET PROFIT (EBIT)</b>	<b>420</b>	<b>420</b>	<b>-130</b>	<b>950</b>	<b>400</b>	<b>2,050</b>	<b>260</b>	<b>1,160</b>	<b>1,160</b>	<b>4,730</b>	<b>7,080</b>	<b>6,530</b>	<b>25,030</b>	<b>11%</b>	<b>20,640</b>	<b>22,140</b>
% of Sales	3%	3%	-1%	6%	3%	11%	2%	7%	7%	20%	24%	23%			8%	8%
Interest Expenses	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%	1,200	1,200
<b>NET PROFITS (EBT)</b>	<b>320</b>	<b>320</b>	<b>-230</b>	<b>850</b>	<b>300</b>	<b>1,950</b>	<b>160</b>	<b>1,060</b>	<b>1,060</b>	<b>4,630</b>	<b>6,980</b>	<b>6,430</b>	<b>23,830</b>	<b>11%</b>	<b>19,440</b>	<b>20,940</b>
Taxes (Will be "0" unless C-Corp)	0	0	0	0	0	0	0	0	0	0	0	0	0	0%	0	0
<b>NET PROFITS AFTER TAXES</b>	<b>320</b>	<b>320</b>	<b>-230</b>	<b>850</b>	<b>300</b>	<b>1,950</b>	<b>160</b>	<b>1,060</b>	<b>1,060</b>	<b>4,630</b>	<b>6,980</b>	<b>6,430</b>	<b>23,830</b>	<b>11%</b>	<b>19,440</b>	<b>20,940</b>
														8%	7%	
COGS - Cost of Goods Sold	G&A - General & Administrative		EBIT - Earnings Before Interest & Taxes				EBT - Earnings Before Taxes									

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