

Projected Income Statement																
ABC Company																
INCOME STATEMENT	Mo 1	Mo 2	Mo 3	Mo 4	Mo 5	Mo 6	Mo 7	Mo 8	Mo 9	Mo 10	Mo 11	Mo 12	Yr 1 Tot	% Sales	Year 2	Year 3
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
TOTAL REVENUES	16,000	16,000	15,000	16,000	15,000	18,000	15,000	17,000	17,000	24,000	29,000	28,000	226,000	100%	250,000	280,000
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
TOTAL COGS	8,950	8,950	8,500	8,420	7,970	9,320	8,110	9,210	9,210	12,640	15,290	14,840	121,410	54%	134,500	149,700
TOTAL GROSS MARGIN \$	7,050	7,050	6,500	7,580	7,030	8,680	6,890	7,790	7,790	11,360	13,710	13,160	104,590	46%	115,500	130,300
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
TOTAL MARKETING EXP	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	33,600	15%	40,000	42,000
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
TOTAL G&A EXPENSES	3,830	3,830	3,830	3,830	3,830	3,830	3,830	3,830	3,830	3,830	3,830	3,830	45,960	20%	54,860	66,160
TOTAL EXPENSES	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,630	6,630	79,560	35%	94,860	108,160
NET PROFIT (EBIT)	420	420	-130	950	400	2,050	260	1,160	1,160	4,730	7,080	6,530	25,030	11%	20,640	22,140
% 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
NET PROFITS (EBT)	320	320	-230	850	300	1,950	160	1,060	1,060	4,630	6,980	6,430	23,830	11%	19,440	20,940
Taxes (Will be "0" unless C-Corp)	0	0	0	0	0	0	0	0	0	0	0	0	0	0%	0	0
NET PROFITS AFTER TAXES	320	320	-230	850	300	1,950	160	1,060	1,060	4,630	6,980	6,430	23,830	11%	19,440	20,940
														8%	7%	
COGS - Cost of Goods Sold	G&A - General & Administrative		EBIT - Earnings Before Interest & Taxes				EBT - Earnings Before Taxes									

Download this form at www.kusbdc.net - Go to the "Resources" section, then to the "Accounting" section, then click "download income statement spreadsheet in EXCEL."