

A woman with curly hair is looking upwards with a thoughtful expression. The background is filled with colorful sticky notes in shades of pink, orange, and green, suggesting a creative or collaborative workspace. The text 'the Thinktank BUSINESS PLAN' is overlaid on the image.

the
Thinktank

B U S I N E S S P L A N

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Executive Summary

Thinktank will be a business service provider based in Miami, Florida. Founded by Mrs. Cindy Smith, Thinktank will offer a variety of business services including postal, shipping, faxing and copying to the local residents. While these services will comprise the initial market entry core, long-term plans call for the integration of storage and relocation capabilities to the business mix. The local area has been in dire need of a service of this type for some time and Thinktank plans to adequately serve them through the consistent delivery of real-time business solutions. The market is definitely filled with opportunities but in order to capitalize on them, a strong infusion of working capital must be acquiesced. The founder projects needing 100K for their business venture with repayment being made out of the profits that are driven annually. Funding that is secured will be used in a variety of areas including marketing, logistics, management, site procurement as well as the day to day operations of the organization.

The marketing for Thinktank will be done through a variety of mediums including the Internet, mass media, print and networking. Internet efforts will center on the creation of a user-friendly website that clearly list all of the core services that will be offered. The website will be developed using the latest in online technologies including SEO (Search Engine Optimization) which will allow for a much higher ranking in popular search engines like Yahoo.com and Google.com to name a few. In addition to the home website, plans also call for the creation of a strong social media presence using Facebook.com and Twitter.com; the world's most popular social media portals with over 1 billion persons in their combined user communities. Rounding out the Thinktank marketing model will be mass media driven by commercials appearing on ABC as well as professional networking done through local chambers of commerce and business networking groups and affiliates.

The financials for Thinktank are quite promising and bode well for future expansion into other sectors of the region and service areas. The overhead costs are moderate but do not in any way threaten the long-term profit margin potential that the organization has shown. Salaries are also projected to be moderate as the founder does not project adding employees during the initial stages of market entry. Management does however reserve the right to add employees as the needs of the business and resources on hand dictate. Marketing and operations expenditures will be the bulk of the expenses during each of the projected years. All things considered the financial standing of Thinktank is nothing less than exceptional and bodes extremely well for all future growth in terms of services being offered and the markets that will be entered.

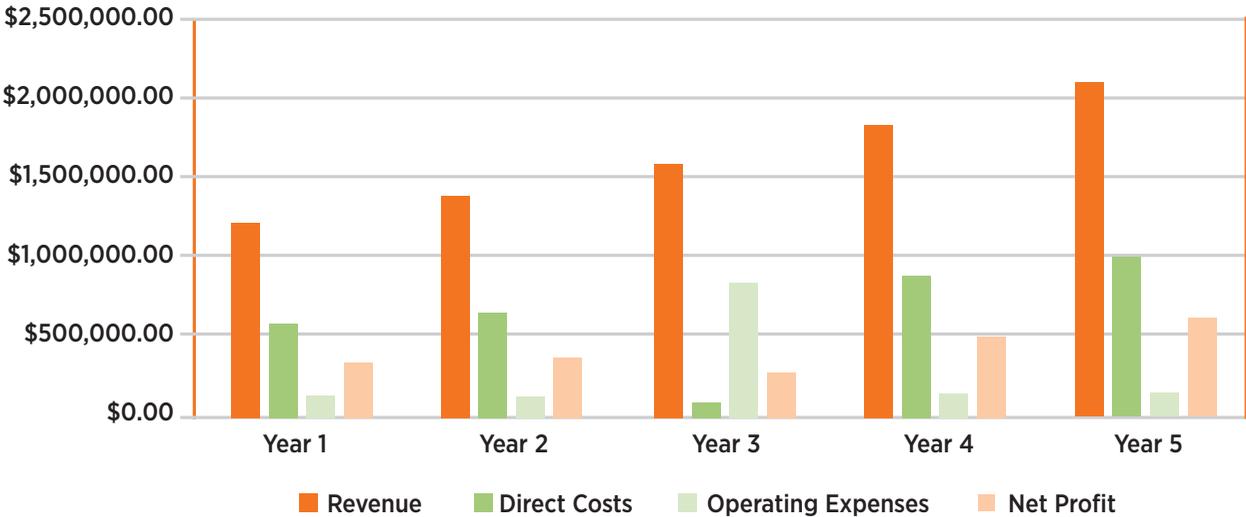


Loan Analysis

Loan Analysis	
Interest Rate:	8.50%
Years of Loan:	15
Loan Amount:	\$100,000.00
Monthly Payment:	\$984.74
Total Payment:	\$177,253.12
Total Interest:	\$77,253.12

The projected loan analysis for Sample Plan 1 is shown in the table above. The organization projects to have a monthly loan payment of \$984.74 with a total loan payment of \$177,253.12 over the 15 year life of the loan.

Financial Highlights



The financial highlights for Sample Plan 1 are shown in the chart above. The organization projects to have strong growth trends over the course of the next five years.

Startup Summary

Start-up Expenses

Payroll	\$5,000
Operations	\$1,000
Insurance	\$500
Miscellaneous	\$500
Total Start-up Expenses	\$7,000

Start-up Assets

Working Capital	\$25,000
Inventory	\$1,000
Equipment	\$500
Miscellaneous	\$500
Total Start-up Assets	\$27,000

Total Requirements

Total Start-up Expenses	\$7,000
Total Start-up Assets	\$27,000
Total Requirements	\$34,000

Start-up Liabilities

Liabilities and Capital	
Bank Loan	\$100,000
\$0	\$0
\$0	\$0
\$0	\$0
Total Liabilities	\$100,000

Start-up Investments

Investment	
Owner	\$500
Investor	\$0
Total Planned Investment	\$500

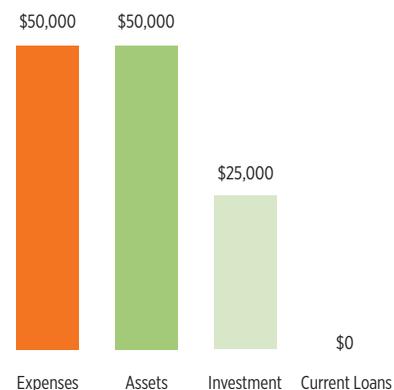
Start-up Funding

Total Liabilities	\$100,000
Total Planned Investment	\$500
Total Funding	\$100,500

Start-up Capital and Liabilities

Loss at Start-up (Start-up Expenses)	(\$7,000)
Total Capital and Liabilities	\$93,500
0	\$0

Startup Figures



Industry at a Glance

Key Statistics Snapshot

Revenue
\$9.7bn

Profit
\$1.1bn

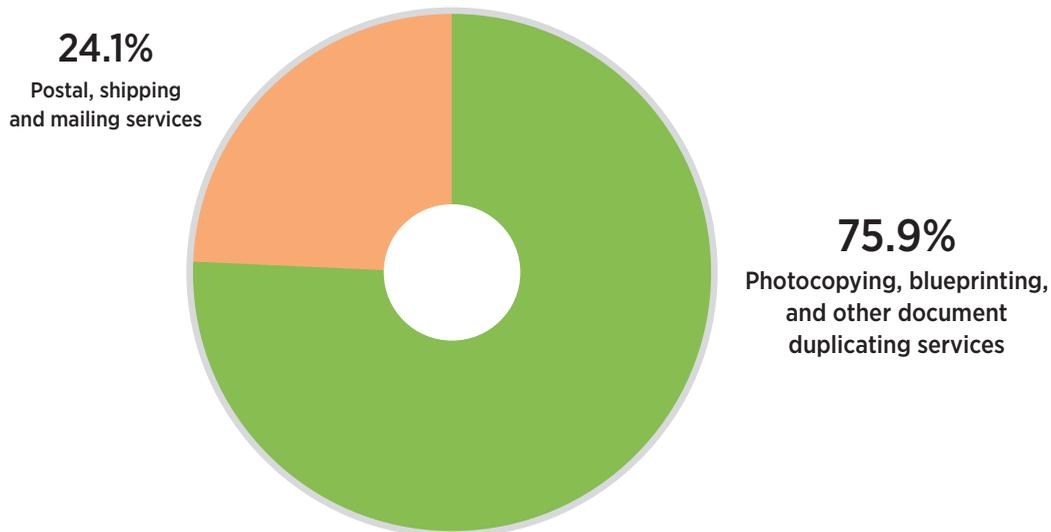
Annual Growth 05-10
-1.1%

Wages
\$2.7bn

Annual Growth 10-15
2.5%

Business
28,018

Products and services segmentation (2011)



SOURCE: WWW.IBISWORLD.COM

Business Service Centers are continuing to feel the pain from the subdued recovery in the domestic economy, as their business clients continue to reduce costs and other overheads. The Business Services Centers industry, in largely servicing small businesses, is sensitive to changes in economic activity, as well as in new business establishment and sentiment. While, in the past, it has benefited from outsourcing of copying and related services by small businesses, increasing competition from other industries, including office supply superstores offering similar services, has recently resulted in more subdued revenue growth. It is estimated by IBISWorld that the Copy Shop segment accounts for about 76% of industry revenue, with the Private Mail Centers segment garnering the remainder. Demand for services in both areas continues to fall in 2010, as the general business operating environment remains under a cloud and with fluctuating business sentiment as to the current strength and sustainability of the economic recovery.

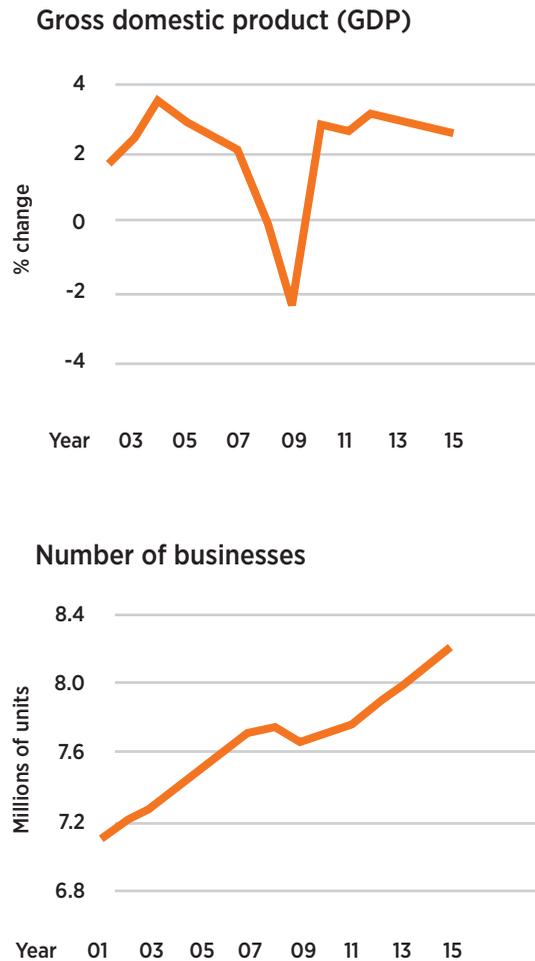
In 2010, the Business Services Center industry is forecast by IBISWorld to generate revenue of \$9,674 million, in constant 2010 prices, representing real decline of 1.2%, due to the sluggish recovery in economic activity and the rigid unemployment levels as it lags the rise in economic growth. The industry is expected to comprise about 25,288 enterprises, operating from 28,018 establishments or locations, representing a decline of 1.0% and 1.1% respectively over 2009. The industry will have about 95,582 employees, representing a fall of 1.4% and wages paid for the year is expected to decrease 2.2%, in real terms, to \$2,654 million, in constant 2010 prices.

Projected Industry Growth

The industry is estimated by IBISWorld to be in the mature phase of its lifecycle, evidenced by recent low growth in industry revenue and significant price-based competition within the industry. Competition for key services from other industries for instance, in the copy shop area - from the stationery and office supplies superstores; and from the rapid increase in digital technology at a lower price. This is allowing it increasingly possible for customers to do some of the desktop publishing and quality and high speed printing and copying them.



Key External Drivers



Industry activity is mostly affected by the level of outsourcing of non-core activities. A growing trend of outsourcing administration functions has resulted in significant growth in revenue in the past. Although rising competition from other industries is now occurring. It should be noted that changes in economic activity impacts the industry through higher levels of domestic employment and increased business formation and demand for services from the business sector. Businesses tend to outsource more functions when the complexity of business legislation rises. The more heavily regulated industries outsource a larger share of their non-core administrative functions, including services provided by this industry. Changes in new business formation, particularly of small businesses, often linked to changes in economic conditions, has a direct impact on demand for services provided by this industry.

Objectives

What follows is a listing of the key objectives for Thinktank.

- 1. Become a community asset.** Becoming recognized as a true community asset will be one of the primary objectives for Thinktank as the organization looks to partner with consumers and small businesses throughout the region.
- 2. Expand and diversify services.** Expanding and diversifying services to include storage and relocation will be another of the primary objectives. Adding these two service options will allow the organization to realize increased profit margins on an annual basis.
- 3. Successful market entry.** Successful market entry including clear messaging with the targeted audience as well as the realization of a profit during the first year of operations will be aggressively pursued by management.
- 4. Developing a template for expansion.** Expanding to offer similar type services to other parts of Florida will be the final objective for Thinktank. By expanding in this manner, the organization will be in a position to drive larger profits and dominate the market by satisfying a need that to date is not being adequately served.

SWOT Analysis

What follows is a listing of the key strengths and weaknesses of the Thinktank business model along with the opportunities and threats that currently exist within the marketplace.

Strengths

1. Location. The location is one of the primary strengths of the Thinktank business model as there are currently no other organizations that have the capabilities to offer the types of services that will be introduced to the market.

2. The founder. Founder Cindy Smith is a seasoned, strategic business professional with an eye towards success, profit and achievement. These qualities will form the basis of the Thinktank brand and be a catalyst that propels the success of the operation.

3. Servicing of a need. The services that will be brought to the local residents of Miami are one that is truly needed. The fact that Thinktank will be satisfying this need will endear the organization to the customer base and allow for consistently strong growth.

Weaknesses

1. Lack of funding. Funding is the sole weakness of the Thinktank business venture. While funding is a weakness it should be noted that the founder is confident that if adequate funding is secured, she will be able to develop a viable, sustainable business.

Opportunities

1. Limited competition. The limited amount of local competition is the primary opportunity for Thinktank as it will give the organization the opportunity to develop a loyal customer base while erecting barriers to entry.

2. Small business growth. The projected growth of small businesses will provide another opportunity and will feed opportunities directly into the Thinktank pipeline.

Threats

1. Larger organizations. Larger organizations could possibly realize the opportunities that can be found in the local region and begin entering the market. While this is a threat, the founder believes that with strategic marketing, community efforts and customer service, this threat can for the most part be mitigated.

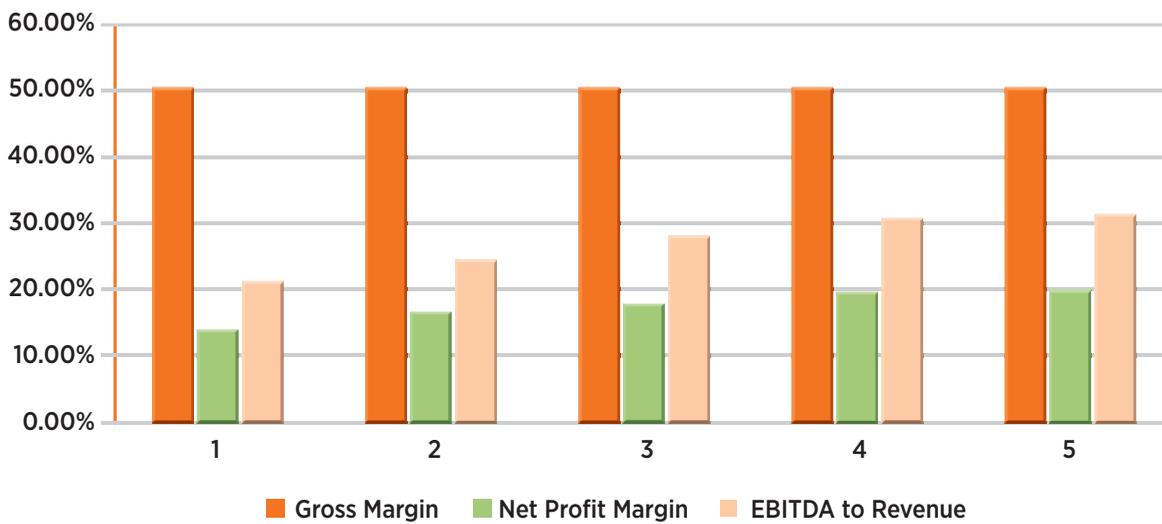
Marketing

Marketing for Thinktank will be done through a variety of mediums with television, print and the Internet being the primary drivers. Plans call for Thinktank to have a strong website that outlines all of the services that are being made available to the targeted audience. The website will have SEO capabilities and will be developed using all of the latest in web and graphics technologies. In addition to the home website, plans also call for the creation of a strong social media presence using Facebook.com and Twitter.com with regular updates occurring on each of the aforementioned pages. Commercial time has already been purchased through ABC and commercial production will begin immediately following funding acquisition. Print marketing will consist of advertisements being placed in publications that are typically read by members of the targeted audience including small business owners and corporate types. Networking will round out the Thinktank marketing mix with the founder joining various networking groups that give her the ability to champion the brand that she has created.

Financial Highlights

Financial Highlights					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$268,601.51	\$308,891.74	\$370,670.08	\$455,924.20	\$574,464.50
Direct Costs	\$28,650.83	\$32,948.45	\$39,538.14	\$48,631.92	\$61,276.21
Operating Expenses	\$118,866.67	\$124,470.67	\$130,351.51	\$136,523.00	\$142,999.63
Net Profit	\$71,140.77	\$89,167.28	\$120,877.90	\$166,003.02	\$230,227.45

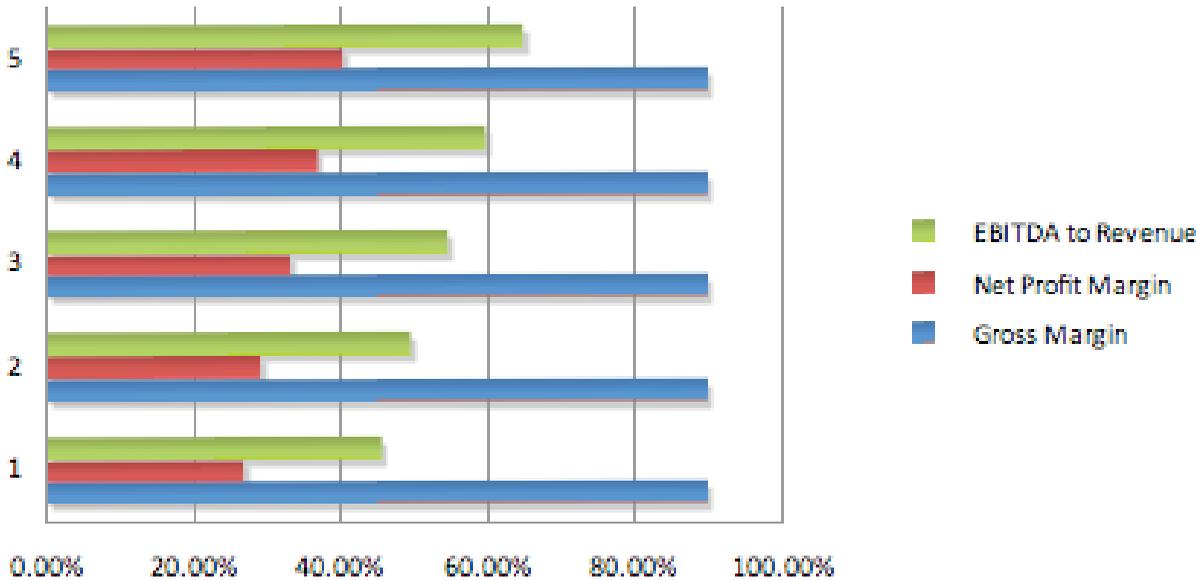
Financial Indicators



Financial Indicators

Financial Indicators					
	Year 1	Year 2	Year 3	Year 4	Year 5
Profitability %'s:					
Gross Margin	89.33%	89.33%	89.33%	89.33%	89.33%
Net Profit Margin	26.49%	28.87%	32.61%	36.41%	40.08%
EBITDA to Revenue	45.10%	49.06%	54.18%	59.40%	64.45%
Leverage Ratios:					
Debt to Equity	1.64	0.73	0.43	0.29	0.20
Debt to Assets Ratio	101.79%	56.22%	36.35%	25.23%	18.18%
Interest Coverage Ratio	8.77	10.60	13.56	17.61	23.15
Liquidity Ratios:					
Current Ratio	1.03	1.99	3.26	5.00	7.38
Current Debt to Total Assets Ratio	96.20%	50.15%	30.57%	19.98%	13.54%
Additional Indicators:					
Revenue to Equity Ratio	4.16	2.01	1.35	1.03	0.86

The financial indicators for Thinktank show that the organization will have strong net profit margin growth over the course of the next five years.



Break-Even Analysis

Break - Even Analysis	
Monthly Revenue Break-even	\$12,377
Assumptions:	
Average Monthly Revenue	\$22,383
Average Monthly Variable Cost	\$2,388
Estimated Monthly Costs	\$11,056

Management Summary

Personnel Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Personnel Count					
Management	2	2	2	2	2
Total Personnel	2	2	2	2	2
Personnel Wage					
Management	\$48,000	\$50,400	\$52,920	\$55,566	\$58,344
Personnel Costs					
Management	\$96,000	\$100,800	\$105,840	\$111,132	\$116,689
Total Payroll	\$96,000	\$100,800	\$105,840	\$111,132	\$116,689

The personnel forecast for Thinktank is shown in the table above. The organization projects to have the 2 members of the management team manning the bulk of the operations for the first five years.

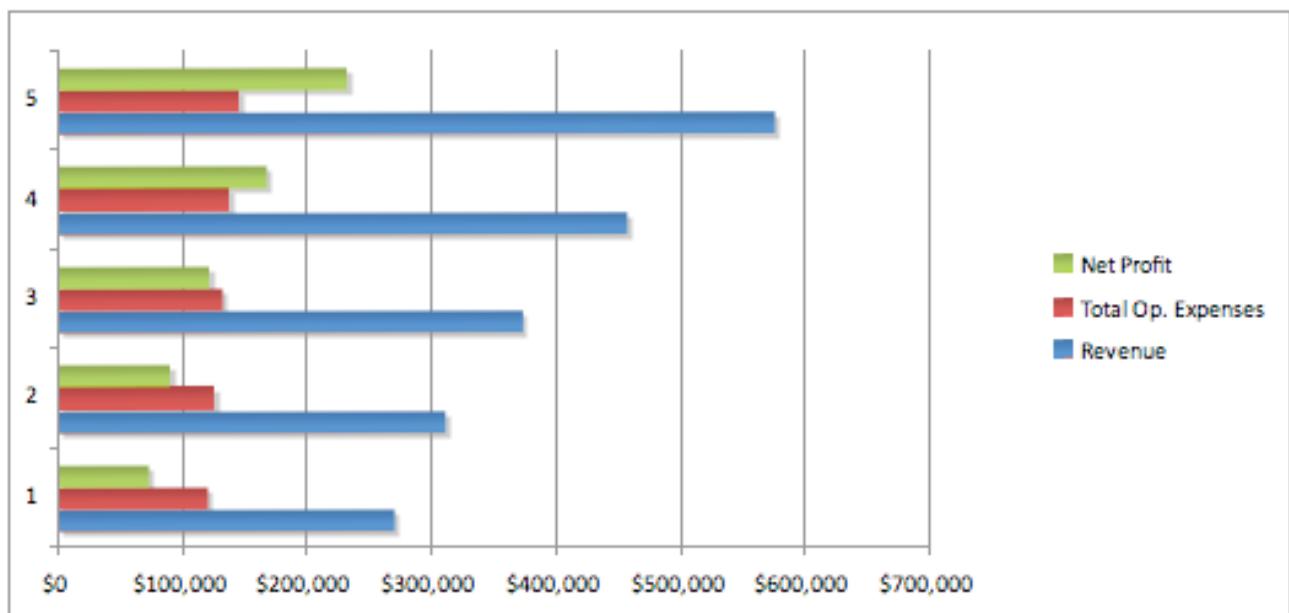
Revenue Forecast

Revenue Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Units					
Business Services	3,581	4,119	4,942	6,079	7,660
Total Units	3,581	4,119	4,942	6,079	7,660
Unit Price					
Business Services	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
Revenue					
Business Services	\$268,602	\$308,892	\$370,670	\$455,924	\$574,464
Total Revenue	\$268,602	\$308,892	\$370,670	\$455,924	\$574,464
Direct Unit Cost					
Business Services	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00
Direct Cost of Revenue					
Business Services	\$28,651	\$32,948	\$39,538	\$48,632	\$61,276
Subtotal Cost of Revenue	\$28,651	\$32,948	\$39,538	\$48,632	\$61,276

The forecasted revenues for Thinktank are shown in the table above and graph below. The organization forecasts to have incremental growth over the course of the next five years.

Profit and Loss Statement

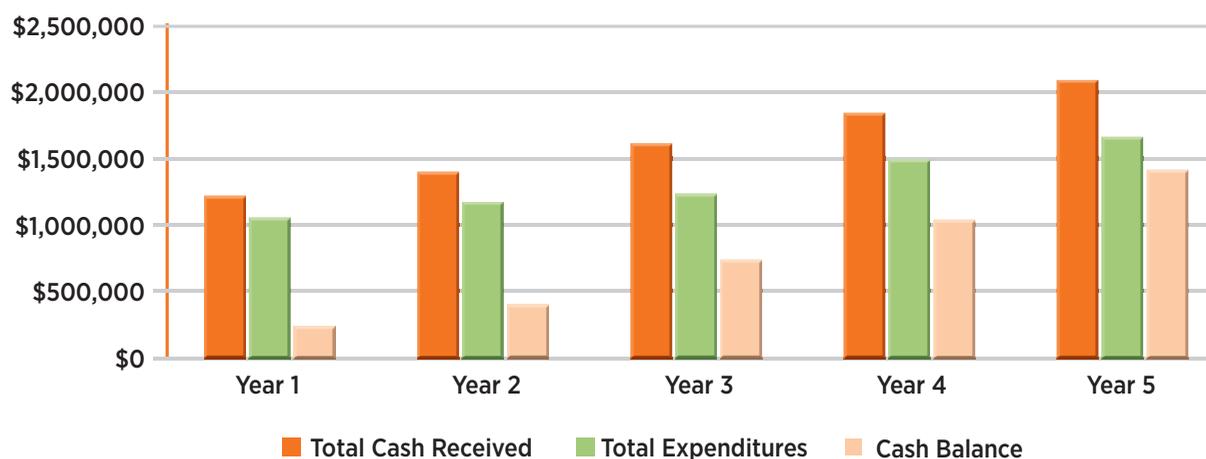
Pro Forma Profit and Loss					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$268,602	\$308,892	\$370,670	\$455,924	\$574,464
Total Cost of Revenue	\$28,651	\$32,948	\$39,538	\$48,632	\$61,276
Gross Margin	\$239,951	\$275,943	\$331,132	\$407,292	\$513,188
Gross Margin/Revenue	89.33%	89.33%	89.33%	89.33%	89.33%
Expenses					
Supplies	\$1,200	\$1,212	\$1,224	\$1,236	\$1,249
Logistics	\$2,400	\$2,424	\$2,448	\$2,473	\$2,497
Marketing	\$2,400	\$2,424	\$2,448	\$2,473	\$2,497
Insurance	\$1,200	\$1,212	\$1,224	\$1,236	\$1,249
Miscellaneous	\$1,200	\$1,212	\$1,224	\$1,236	\$1,249
Depreciation	\$67	\$67	\$67	\$67	\$67
Payroll Taxes	\$14,400	\$15,120	\$15,876	\$16,670	\$17,503
Total Personnel	\$96,000	\$100,800	\$105,840	\$111,132	\$116,689
Total Op. Expenses	\$118,867	\$124,471	\$130,352	\$136,523	\$143,000
Profit Before Interest and Taxes	\$121,084	\$151,473	\$200,780	\$270,769	\$370,189
EBITDA	\$121,151	\$151,539	\$200,847	\$270,836	\$370,255
Interest Expense	\$13,810	\$14,292	\$14,814	\$15,380	\$15,993
Taxes Incurred	\$36,133	\$48,013	\$65,088	\$89,386	\$123,969
Net Profit	\$71,141	\$89,167	\$120,878	\$166,003	\$230,227
Net Profit/Revenue	26.49%	28.87%	32.61%	36.41%	40.08%



Projected Cash Flow

Pro Forma Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Revenue	\$268,602	\$308,892	\$370,670	\$455,924	\$574,464
New Current Borrowing	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0	\$0	\$0
Sale of Other Current Assets	\$0	\$0	\$0	\$0	\$0
Sale of Long-term Assets	\$0	\$0	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$268,602	\$308,892	\$370,670	\$455,924	\$574,464
Expenditures					
Operating Expenses & Direct Costs	\$197,394	\$219,658	\$249,726	\$289,855	\$344,170
Current Borrowing Repay.	\$0	\$0	\$0	\$0	\$0
L-T Liabilities Principal Repay.	(\$5,810)	(\$6,292)	(\$6,814)	(\$7,380)	(\$7,993)
Purchase Inventory		\$0	\$0	\$0	\$0
Purchase Long-term Assets		\$0	\$0	\$0	\$0
Dividends		\$0	\$0	\$0	\$0
Total Expenditures	\$191,584	\$213,366	\$242,911	\$282,474	\$336,178
Net Cash Flow	\$77,017	\$95,526	\$127,759	\$173,450	\$238,287
Cash Balance	\$102,017	\$197,544	\$325,303	\$498,752	\$737,039

Pro Forma Cash Flow



Projected Balance Sheet

Pro Forma Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	\$102,017	\$197,544	\$325,303	\$498,752	\$737,039
Other Current Assets	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Total Current Assets	\$103,017	\$198,544	\$326,303	\$499,752	\$738,039
Long-term Assets					
Long-term Assets	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Accumulated Depreciation	\$67	\$133	\$200	\$267	\$333
Total Long-term Assets	\$933	\$867	\$800	\$733	\$667
Total Assets	\$103,951	\$199,410	\$327,103	\$500,486	\$738,706
Liabilities and Capital					
Current Liabilities					
Current Borrowing	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0
Subtotal Current Liabilities	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Long-term Liabilities					
Long-term Liabilities	\$5,810	\$12,102	\$18,917	\$26,297	\$34,289
Total Liabilities	\$105,810	\$112,102	\$118,917	\$126,297	\$134,289
Capital					
Paid-in Capital	\$500	\$500	\$500	\$500	\$500
Retained Earnings	(\$7,000)	\$64,141	\$153,308	\$274,186	\$440,189
Earnings	\$71,141	\$89,167	\$120,878	\$166,003	\$230,227
Total Capital	\$64,641	\$153,808	\$274,686	\$440,689	\$670,916
Total Liabilities and Capital	\$170,451	\$265,910	\$393,603	\$566,986	\$805,206
Net Worth	(\$1,859)	\$87,308	\$208,186	\$374,189	\$604,416

Pro Forma Balance Sheet



APPENDIX: YEAR ONE FINANCIALS

YEAR 1 REVENUE FORECAST												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Total												
Jet Ski Rental	123	148	148	172	172	197	370	370	370	246	148	0
Boat Rental	46	55	55	65	65	74	139	139	139	92	55	0
0	0	0	0	0	0	0	0	0	0	0	0	0
Jet Boat Tours (New)	123	148	148	172	172	197	370	370	370	246	148	0
0	0	0	0	0	0	0	0	0	0	0	0	0
Bathing Suits	15	18	18	22	22	25	46	46	46	31	18	0
Water Tight Box	15	18	18	22	22	25	46	46	46	31	18	0
Beach Towel/Shoes	31	37	37	43	43	49	92	92	92	62	37	0
Hats/T-Shirts	31	37	37	43	43	49	92	92	92	62	37	0
Sun Screen	23	28	28	32	32	37	69	69	69	46	28	0
Other products	39	46	46	54	54	62	116	116	116	77	46	0
Price												
Jet Ski Rental	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00
Boat Rental	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00
0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jet Boat Tours (New)	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Bathing Suits	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99
Water Tight Box	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
Beach Towel/Shoes	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99
Hats/T-Shirts	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49
Sun Screen	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99
Other products	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00
Revenue												
Jet Ski Rental	\$12,197	\$14,636	\$14,636	\$17,076	\$17,076	\$19,515	\$36,590	\$36,590	\$36,590	\$24,394	\$14,636	\$0
Boat Rental	\$23,054	\$27,665	\$27,665	\$32,275	\$32,275	\$36,886	\$69,161	\$69,161	\$69,161	\$46,108	\$27,665	\$0
0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Jet Boat Tours (New)	\$9,240	\$11,088	\$11,088	\$12,936	\$12,936	\$14,784	\$27,720	\$27,720	\$27,720	\$18,480	\$11,088	\$0
0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Bathing Suits	\$462	\$554	\$554	\$647	\$647	\$739	\$1,386	\$1,386	\$1,386	\$924	\$554	\$0
Water Tight Box	\$308	\$370	\$370	\$431	\$431	\$493	\$924	\$924	\$924	\$616	\$370	\$0
Beach Towel/Shoes	\$616	\$739	\$739	\$862	\$862	\$985	\$1,847	\$1,847	\$1,847	\$1,231	\$739	\$0
Hats/T-Shirts	\$354	\$425	\$425	\$495	\$495	\$566	\$1,062	\$1,062	\$1,062	\$708	\$425	\$0
Sun Screen	\$231	\$277	\$277	\$323	\$323	\$369	\$692	\$692	\$692	\$462	\$277	\$0
Other products	\$154	\$185	\$185	\$216	\$216	\$246	\$462	\$462	\$462	\$308	\$185	\$0
Total Revenue	\$46,615	\$55,938	\$55,938	\$65,261	\$65,261	\$74,584	\$139,844	\$139,844	\$139,844	\$93,230	\$55,938	\$0
Direct Cost												
Jet Ski Rental	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80
Boat Rental	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80
0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jet Boat Tours (New)	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50
0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Bathing Suits	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50
Water Tight Box	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00

YEAR 1 PERSONNEL FORECAST												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Management Staff												
CEO	1	1	1	1	1	1	1	1	1	1	1	1
Boat Captain	1	1	1	1	1	1	1	1	1	1	1	1
Sales & Marketing	2	2	2	2	2	2	2	2	2	2	2	2
Bookkeeper	0	0	0	0	0	0	0	0	0	0	0	0
Customer Service	1	1	1	1	1	1	1	1	1	1	1	1
Deck/Launch Support	1	1	1	1	1	1	1	1	1	1	1	1
Total Personnel	6	6	6	6	6	6	6	6	6	6	6	6
Management Salaries												
CEO	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250
Boat Captain	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Sales & Marketing	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750
Bookkeeper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Customer Service	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917
Deck/Launch Support	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Management Staff												
CEO	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250
Boat Captain	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Sales & Marketing	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Bookkeeper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Customer Service	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917
Deck/Launch Support	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Total Payroll	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167



YEAR 1 INCOME STATEMENT

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	\$46,615	\$55,938	\$55,938	\$65,261	\$65,261	\$74,584	\$139,844	\$139,844	\$139,844	\$93,230	\$55,938	\$0
Subtotal Cost of Revenue	\$8,505	\$10,206	\$10,206	\$11,907	\$11,907	\$13,608	\$25,516	\$25,516	\$25,516	\$17,010	\$10,206	\$0
Merchant Credit Card Fees	\$1,398	\$1,678	\$1,678	\$1,958	\$1,958	\$2,238	\$4,195	\$4,195	\$4,195	\$2,797	\$1,678	\$0
Total Cost of Revenue	\$9,904	\$11,884	\$11,884	\$13,865	\$13,865	\$15,846	\$29,711	\$29,711	\$29,711	\$19,807	\$11,884	\$0
Gross Margin	\$36,711	\$44,053	\$44,053	\$51,396	\$51,396	\$58,738	\$110,134	\$110,134	\$110,134	\$73,422	\$44,053	\$0
Gross Margin/Revenue	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	N/A
Expenses												
Docking Fee	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$0
Business Liability Insurance	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$0
Telephone/Internet	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$0
Utilities	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$0
Supplies	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$0
Marketing & Advertising	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$0
Website Updates	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$0
Facility Maintenance	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$0
Professional Services	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$0
Travel & Entertainment	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$0
Facility Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Repair & Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation & Amortization	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163
Payroll Taxes & Benefits	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695
Total Personnel	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167
Total Operating Expenses	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$30,024
Profit Before Interest and Taxes	(\$1,696)	\$5,646	\$5,646	\$12,989	\$12,989	\$20,331	\$71,726	\$71,726	\$71,726	\$35,015	\$5,646	(\$30,024)
Interest on Loan Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Taxes Incurred	\$0	\$1,920	\$1,920	\$4,416	\$4,416	\$6,912	\$24,387	\$24,387	\$24,387	\$11,905	\$1,920	(\$10,208)
Net Profit	(\$1,696)	\$3,727	\$3,727	\$8,572	\$8,572	\$13,418	\$47,339	\$47,339	\$47,339	\$23,110	\$3,727	(\$19,816)
Net Profit/Revenue	-3.64%	6.66%	6.66%	13.14%	13.14%	17.99%	33.85%	33.85%	33.85%	24.79%	6.66%	N/A

YEAR 1 BALANCE SHEET

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Current Assets												
Cash	\$29,848	\$40,638	\$47,527	\$63,739	\$75,474	\$96,532	\$178,373	\$228,875	\$279,377	\$283,264	\$272,245	\$233,196
Inventory	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$39,848	\$50,638	\$57,527	\$73,739	\$85,474	\$106,532	\$188,373	\$238,875	\$289,377	\$293,264	\$282,245	\$243,196
Long-term Assets	\$282,600											
Accumulated Depreciation	\$3,163	\$6,325	\$9,488	\$12,650	\$15,813	\$18,975	\$22,138	\$25,300	\$28,463	\$31,625	\$34,788	\$37,950
Total Long-term Assets	\$279,438	\$276,275	\$273,113	\$269,950	\$266,788	\$263,625	\$260,463	\$257,300	\$254,138	\$250,975	\$247,813	\$244,650
Other Assets												
Other Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Assets	\$319,286	\$326,913	\$330,639	\$343,689	\$352,261	\$370,157	\$448,836	\$496,175	\$543,515	\$544,239	\$530,057	\$487,846
Current Liabilities												
Accounts Payable	\$20,982	\$24,882	\$24,882	\$29,359	\$29,359	\$33,836	\$65,176	\$65,176	\$65,176	\$42,790	\$24,882	\$2,487
Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Current Liabilities	\$20,982	\$24,882	\$24,882	\$29,359	\$29,359	\$33,836	\$65,176	\$65,176	\$65,176	\$42,790	\$24,882	\$2,487
Long-term Liabilities	\$0											
Total Liabilities	\$20,982	\$24,882	\$24,882	\$29,359	\$29,359	\$33,836	\$65,176	\$65,176	\$65,176	\$42,790	\$24,882	\$2,487
Paid-in Capital	\$300,000											
Retained Earnings	\$0											
Earnings	(\$1,696)	\$2,031	\$5,757	\$14,330	\$22,902	\$36,320	\$83,660	\$130,999	\$178,339	\$201,449	\$205,175	\$185,360
Total Capital	\$298,304	\$302,031	\$305,757	\$314,330	\$322,902	\$336,320	\$383,660	\$430,999	\$478,339	\$501,449	\$505,175	\$485,360
Total Liabilities and Capital	\$319,286	\$326,913	\$330,639	\$343,689	\$352,261	\$370,157	\$448,836	\$496,175	\$543,515	\$544,239	\$530,057	\$487,846
Net Worth	\$298,304	\$302,031	\$305,757	\$314,330	\$322,902	\$336,320	\$383,660	\$430,999	\$478,339	\$501,449	\$505,175	\$485,360

