

## Profit & Loss Summary

Forecasted Profit & Loss	Total	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Total Revenue</b>	<b>\$22,248,378</b>	<b>\$792,066</b>	<b>\$2,738,196</b>	<b>\$4,563,300</b>	<b>\$6,097,680</b>	<b>\$8,057,136</b>
<b>Cost of Revenue</b>	<b>\$14,551,986</b>	<b>\$667,464</b>	<b>\$1,813,398</b>	<b>\$2,950,658</b>	<b>\$3,960,767</b>	<b>\$5,159,698</b>
Staffing Costs	\$3,170,000	\$200,000	\$412,500	\$640,000	\$852,500	\$1,065,000
Implementation Costs	\$50,000	\$50,000	\$0	\$0	\$0	\$0
Software License Costs	\$2,979,810	\$121,260	\$382,755	\$607,230	\$816,750	\$1,051,815
Software Maintenance Costs	\$0	\$0	\$0	\$0	\$0	\$0
Third Party Software Cost	\$1,581,840	\$37,680	\$189,600	\$321,600	\$440,160	\$592,800
Server Costs	\$2,782,000	\$108,000	\$339,000	\$567,000	\$760,500	\$1,007,500
Network Switch/Controller Costs	\$248,333	\$12,333	\$31,000	\$49,667	\$67,000	\$88,333
DataCenter (Space, Power)	\$1,515,164	\$58,984	\$184,724	\$308,831	\$414,089	\$548,537
Sales and Marketing Costs	\$2,224,838	\$79,207	\$273,820	\$456,330	\$609,768	\$805,714
<b>Gross Profit</b>	<b>\$7,696,392</b>	<b>\$124,602</b>	<b>\$924,798</b>	<b>\$1,612,642</b>	<b>\$2,136,913</b>	<b>\$2,897,438</b>
Gross Profit %	35%	16%	34%	35%	35%	36%
<b>Operating Income (Loss)</b>	<b>\$7,696,392</b>	<b>\$124,602</b>	<b>\$924,798</b>	<b>\$1,612,642</b>	<b>\$2,136,913</b>	<b>\$2,897,438</b>
Taxes	\$2,308,918	\$37,381	\$277,439	\$483,793	\$641,074	\$869,231
<b>Net Income (Loss) After Taxes</b>	<b>\$5,387,475</b>	<b>\$87,222</b>	<b>\$647,358</b>	<b>\$1,128,849</b>	<b>\$1,495,839</b>	<b>\$2,028,206</b>

FINANCIAL METRICS	
ROI	53%
Discount Rate (for NPV calculation)	15%
NPV	\$3,171,205
First Profitable Quarter	Y1 - Q2
Breakeven Quarter	Y1 - Q3
<b>After Taxes:</b>	
Tax Rate:	30%
ROI After Taxes	37%