



# Business Plan for Brand Management and Consulting

This Business Plan for a Brand Management and Consulting company allows entrepreneurs or business owners to create a comprehensive and professional business plan. This template form allows a business to outline the company's objectives and detail both current company information as well as any past performance. Companies should include a complete market analysis in their plan to help showcase why their business strategy will be effective in the market. Future company plans, including production targets, management strategy, and financial forecasting, should be used to demonstrate and confirm that the company's short-term and long-term objective can and will be met. This model plan can be customized to best fit the unique needs of any entrepreneur or owner that is seeking to create a strong business plan.

# COMPANY NAME

[Placeholder, Logo Will Go Here]

## BUSINESS PLAN 20\_\_\_\_

### Confidentiality Agreement

The undersigned reader acknowledges that the information provided by **COMPANY NAME** in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of **COMPANY NAME**.

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader may cause serious harm or damage to **COMPANY NAME**.

Upon request, this document is to be immediately returned to **COMPANY NAME**.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (typed or printed)

\_\_\_\_\_  
Date

This is a business plan. It does not imply an offering of securities.

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## 1.0 Executive Summary

### INTRODUCTION

**COMPANY NAME** is a branding, marketing, and design agency that specializes in creative consulting, branding and brand management. The Company is committed to serving clients by providing them with the tools they need to share their vision with the world. Through creative consulting and branding efforts **COMPANY NAME** is dedicated to helping brands and brand owners to recognize, take ownership of and harness their own individual capacity for greatness.

**COMPANY NAME** works in all forms of media including print, online, music, multimedia and fashion. The Company firmly believes that they are and will continue to be successful because the representatives of the Company are able to remove themselves from all personal biases and become the mediator between clients and their target market.

### SERVICES

**COMPANY NAME** provides independent creative consulting and event services for talent in a unique business model package which include:

- Event Coordinating and Execution
- Vast variety of web based entertainment, merchandise and services\*
- Brand placement

### THE MARKET

Research shows that in the United States, close to \$9 billion per year is spent on live music and entertainment services. The largest component of this is the music industry.

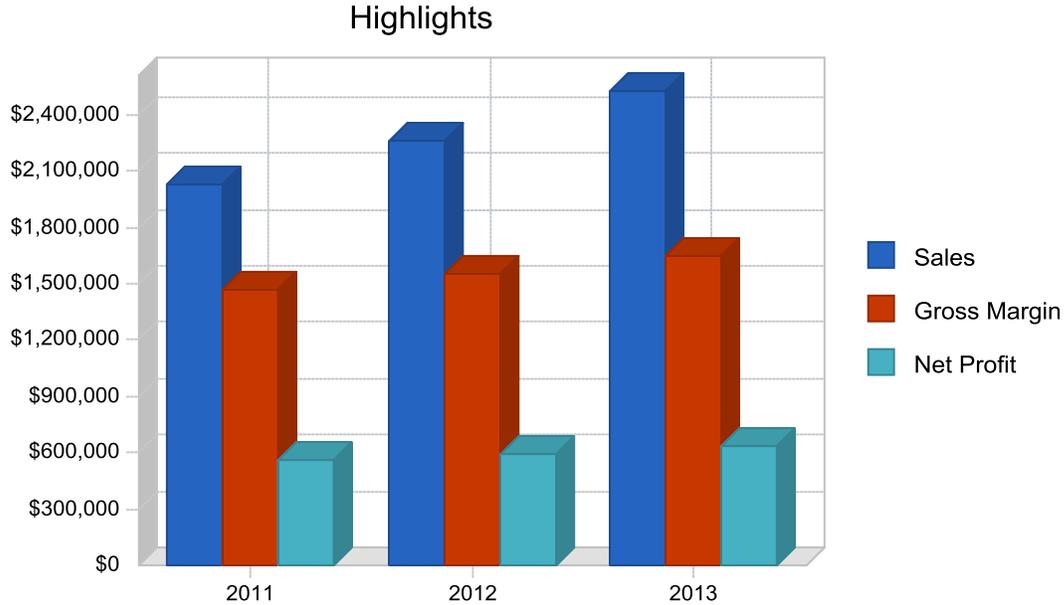
On the supply side, there are over 124,520 professional musicians and entertainers earning a total of \$13 billion per year. This does not include the vast number of amateur musicians. The Company has targeted this segment aggressively to help very talented talent from all walks of life to reach their target market, therefore flourishing in their careers.

### COMPETITIVE EDGE

The Company seeks to establish a competitive edge in its new target market segment by increasing the level of talent contact with its own target market and exceptional attention to ensure growth that other competitors seem to oftentimes lack. Additionally, **COMPANY NAME** possesses the necessary skills to produce the high quality merchandise, art and sound recordings that are needed in this field. The establishment of the previously mentioned work processes that will ensure greater service will strengthen the contacts that promote word of mouth marketing and networking.

**COMPANY NAME** is seeking funding in the amount of \$**X** in order to expand the Company's target reach and operations, attain updated office furniture and supplies, computer and camera equipment and to launch multi-faceted marketing and public relations campaigns for both the Company and its talent that they represent in order to all entities to a higher and mutually beneficial new level of awareness.

Chart: Highlights



### 1.1 Objectives

The company's objective is to build quality, full-service entertainment event and promotions model that will command the approval of the entertainment community which it serves.

COMPANY NAME's goals include:

1. A 10% market share in our first year of this business plan.
2. An increase of 15% in gross margins within the second year of operation
3. An increase in the market share by a minimum of 10% for each of the first five years.

Currently, there are no quality full-service entertainment business models with the company's beliefs and way of approaching business, or the surrounding areas (for a radius of 10 miles). The company believes that by entering the marketplace first and by establishing quality facilities, it will become, and remain, a leader in the industry first in Los Angeles Metro and quickly globally.

COMPANY NAME fundamental objective is to realize how the Company impacts the community that they do business in, knowing that JBC Global will stand the test of time if the local industry and residents approve and support the business and operations.

### 1.2 Mission

COMPANY NAME sole purpose is to establish a profitable and well managed entertainment company while at the same time creating an atmosphere of fun, excitement and good vibes for the entire entertainment community, with events and merchandise designed to please local fans and consumers as well as the substantial tourist base coming through regularly in the Los Angeles area.

### 1.3 Keys to Success

Keys to success for COMPANY NAME will include:

1. Maintaining a reputable and untarnished reputation in the entertainment and events community.
2. Quality care of talent, clientele and sponsors.
3. Competitive advertising and merchandising pricing.
4. Flexible terms and hours.

### 2.0 Company Summary

COMPANY NAME is owned by OWNER'S NAME, who also oversees the day-to-day operations of the Company and its many operating channels.

### 2.1 Company Ownership

The Company, COMPANY NAME, is a California State Limited Liability Corporation. It is owned 100% by OWNER'S NAME. Some thought has been given to filing the Company as an S Corporation in the State of California but a decision has not yet been reached.

### 2.2 Company History

COMPANY NAME is a multi-part lifestyle brand with a vision to bring together multiple talents and to celebrate the uniqueness of all cultures. The Company was established in the State of California in the year 2006 and since inception, The COMPANY NAME Campaign and branding has built a solid presence amongst the Los Angeles Metro music scene. This lifestyle brand has been embraced amongst a 13-30 year age demographic and has had the privilege of playing an early role in what has been referred to as a "cultural renaissance". Cultivating strong relationships with the young talent that is at the forefront of this revolution, the campaign has been identified, established and endorsed by many young like-minded influencers such as local acts Pac-Div, J\*DaVey, U-N-I and Dom Kennedy.

COMPANY NAME is a branding, marketing, and design agency that specializes in creative consulting, branding and brand management. The Company is committed to serving clients by providing them with the tools they need to share their vision with the world. Through creative consulting and branding efforts COMPANY NAME is dedicated to helping brands and brand owners to recognize, take ownership of and harness their own individual capacity for greatness.

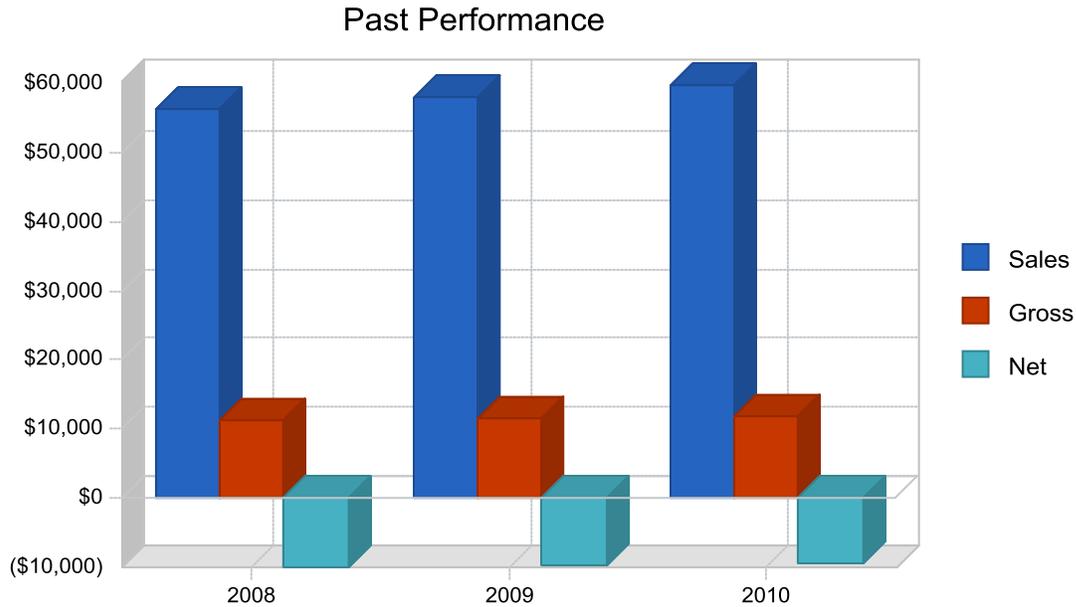
COMPANY NAME works in all forms of media including print, online, music, multimedia and fashion. The Company firmly believes that they are and will continue to be successful because the representatives of the Company are able to remove themselves from all personal biases and become the mediator between clients and their target market.

Financial figures for the last three year's operations are shown below.

Table: Past Performance

<b>Past Performance</b>			
	2008	2009	2010
Sales	\$56,250	\$57,938	\$59,676
Gross Margin	\$11,250	\$11,588	\$11,935
Gross Margin %	20.00%	20.00%	20.00%
Operating Expenses	\$15,552	\$21,240	\$21,877
<b>Balance Sheet</b>			
	2008	2009	2010
<b>Current Assets</b>			
Cash	\$0	\$0	\$0
Other Current Assets	\$0	\$6,000	\$6,000
Total Current Assets	\$0	\$6,000	\$6,000
<b>Long-term Assets</b>			
Long-term Assets	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$300	\$309
Total Long-term Assets	\$0	(\$300)	(\$309)
Total Assets	\$0	\$5,700	\$5,691
<b>Current Liabilities</b>			
Accounts Payable	\$0	\$0	\$0
Current Borrowing	\$0	\$0	\$15,000
Other Current Liabilities (interest free)	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$15,000
<b>Long-term Liabilities</b>			
Long-term Liabilities	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$15,000
<b>Equity</b>			
Paid-in Capital	\$0	\$0	\$0
Retained Earnings	\$9,990	\$15,353	(\$4)
Earnings	(\$9,990)	(\$9,653)	(\$9,305)
Total Capital	\$0	\$5,700	(\$9,309)
Total Capital and Liabilities	\$0	\$5,700	\$5,691
<b>Other Inputs</b>			
Payment Days	15	15	15

Chart: Past Performance



### 3.0 Services

#### **COMPANY NAME**

**COMPANY NAME** provides independent creative consulting and event services for talent in a unique business model package which include:

- Event Coordinating and Execution
- Vast variety of web based entertainment, merchandise and services\*
- Brand placement

There may be an option to select one of the above "a la carte", but a decision by the management of the organization has not yet been met.

In addition, **COMPANY NAME** will offer advertising placement on the main website and subsidiary sites from brands and companies.

#### **COMPANY NAME BRAND**

**COMPANY NAME** apparel is a brand that focuses on classic, high quality impactful products. The clothing line includes t-shirts with classic graphics, fleece, outerwear, headwear, eyewear and accessories. The graphics will consistently be well designed with meaningful life lesson and unique perspective messages. **COMPANY NAME** plans to sell the products wholesale to select retailers in every major market with limited releases. An alternative way to purchase **COMPANY NAME** is through the Company website at the online store. The apparel line will be promoted and marketed on **COMPANY NAME TV** (the Company's self-produced online TV Channel) and at seasonal events.

COMPANY NAME BRAND MANAGEMENT

COMPANY NAME is another sector of the all-inclusive lifestyle brand. The management company was created to place specific attention on the personal and professional development of unique individuals that COMPANY NAME feels has potential for success in intelligent mainstream entertainment channels. COMPANY NAME will create a partnership with the artist, create and nurture their brand, produce co-branded apparel and other merchandise.

[INSERT SITE NAME]

[INSERT SITE] is the online hub serving as a platform for all pertaining to the COMPANY NAME organization. The six functions of the website will include:

- Store
- TV
- Radio
- Gallery
- Live
- Calendar

COMPANY NAME PHONE APPLICATION

The COMPANY NAME Phone Application will be a mobile version and counterpart of [INSERT SITE]. The app will feature the blog, TV videos, the Calendar, the Gallery and access to LIVE.

4.0 Market Analysis Summary

Research shows that in the United States, close to \$9 billion per year is spent on live music and entertainment services. The largest component of this is the music industry.

On the supply side, there are over 124,520 professional musicians and entertainers earning a total of \$13 billion per year. This does not include the vast number of amateur musicians. The Company has targeted this segment aggressively to help very talented talent from all walks of life to reach their target market, therefore flourishing in their careers.

Live music

A promoter brings together a performing artist and a venue owner and arranges contracts. A booking agency represents the artist to promoters, makes deals and books performances. Consumers usually buy tickets either from the venue or from a ticket distribution service such as Ticketmaster. In the US, Live Nation is the dominant company in all of these roles: they own most of the large venues in the US, they are the largest promoter, and they own Ticketmaster.

Choices about where and when to tour are decided by the artist's management and the artist, sometimes in consultation with the record company. Record companies may provide tour support; they may finance a tour in the hopes that it will help promote the sale of recordings. However, in the 21st century, it has become more common to release recordings to promote tours, rather than book tours to promote records.

Successful artists will usually employ a road crew: a semi-permanent touring organization that travels with the artist. This is headed by a tour manager and provides stage lighting, live sound reinforcement, musical instrument tuning and maintenance and transportation. On large tours, the road crew may also include an accountant, stage manager and catering. Local crews are typically hired to help move equipment on and off stage. On small tours, all of these jobs may be handled by just a few roadies, or by the musicians themselves.

**Artist management, representation and staff**

Successful artists may hire a number of people from other fields to assist them with their career. The artist manager oversees all aspects of an artist's career in exchange for a percentage of the artist's income. An entertainment lawyer assists them with the details of their contracts with record companies and other deals. A business manager handles financial transactions, taxes and bookkeeping

Other income streams

A successful artist functions in the market as a brand and, as such, may derive income from many other streams, such as merchandise or internet-based services. These are typically overseen by the artist's manager and take the form of relationships between the artist and companies that specialize in these products.

4.1 Market Segmentation

The components of the entertainment market that **COMPANY NAME** is targeting include:

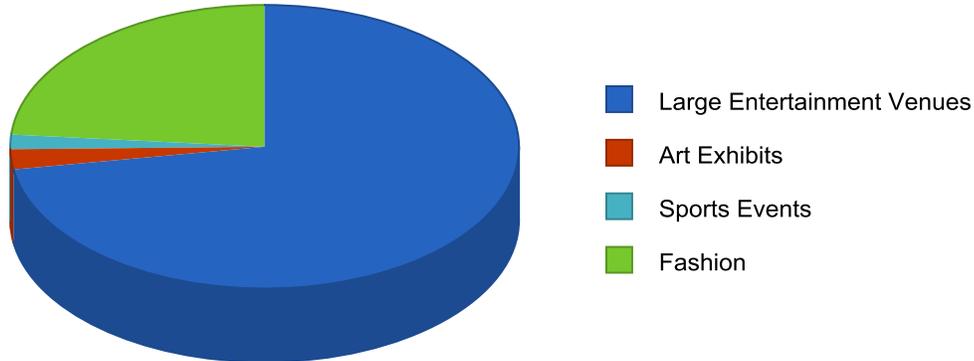
- Large Entertainment Venues
- Art Exhibits
- Sports Events
- Fashion

Table: Market Analysis

<b>Market Analysis</b>							
		2011	2012	2013	2014	2015	
Potential Customers	Growth						CAGR
Large Entertainment Venues	4%	2,300,000	2,396,600	2,497,257	2,602,142	2,711,432	4.20%
Art Exhibits	3%	73,000	75,190	77,446	79,769	82,162	3.00%
Sports Events	4%	52,900	54,804	56,777	58,821	60,939	3.60%
Fashion	5%	750,000	787,500	826,875	868,219	911,630	5.00%
<b>Total</b>	<b>4.35%</b>	<b>3,175,900</b>	<b>3,314,094</b>	<b>3,458,355</b>	<b>3,608,951</b>	<b>3,766,163</b>	<b>4.35%</b>

Chart: Market Analysis (Pie)

Market Analysis (Pie)



#### 4.2 Target Market Segment Strategy

##### Large Entertainment Venues

Large entertainment venue trends have changed the industry. From the ubiquitous theatre palaces that dotted nearly every major metropolitan area community's downtown to the current rash of megaplexes with 16 or more stages on the edge of town, the entertainment exhibition industry has always had to adapt and change with the demographics, technology and demand from the community. While stages and theaters can provide a viable entertainment option for keeping the downtown active later in the evening, large entertainment venues are more than a social, cultural and entertainment outlet. They are a business.

##### Art Exhibits

The arts exhibits industry includes, among other things, promotional events, conventions, expositions, and meetings. It is an \$82 billion industry with 4.5%, or \$3.76 billion, spent on entertainment. It is estimated that this industry will grow at a rate of 4.2% per year, paralleling the current boom in the art industry. COMPANY NAME will target this segment aggressively and seek to become the definitive art and entertainment source for corporate event planners and industry professionals. The company will continue to benefit from the continued growth in the number of lavish promotional events held by artists and collectives each year.

##### Sports Events

This segment of the market includes outdoor sporting events, bars, nightclubs, taverns, pubs, and cocktail lounges. If the average budget for live sporting events is \$400 per week, it is a \$1.1 billion dollar industry. In addition, there are approximately 100,000 restaurants in the United States, many of which feature sports viewing in one media or another.

##### Fashion

Profits will be earned via the sale of fashion merchandise. The pricing structure will remain flexible, as the Company will implement suggested retail pricing on common brands as well as the standard practice of keystoneing prices. Additionally, JBC Global will utilize a value-based pricing structure, which measures the value of the products to customers such as easy access, quality, customer service

and styles flattering to the target consumer. End of season sales, holiday and overstock sales, multi-buy savings and promotional coupons will be implemented at strategic intervals.

#### 4.3 Service Business Analysis

The full-service entertainment event and consulting "industry" is pulverized and disorganized, with thousands of smaller consulting organizations and individual consultants for every one of the few dozen well-known larger companies.

Consulting participants range from major international name-brand consultants to tens of thousands of individuals. One of COMPANY NAME challenges will be establishing itself as a *real* full-service entertainment event and consulting company, positioned as a relatively risk-free corporate entity.

##### 4.3.1 Competition and Buying Patterns

In these recessionary times, talent planning is crucial. As companies downsize and revise their business strategies, they must identify critical roles and evaluate their talent needs. At the same time, they must continue to develop and motivate employees. The primary focus at many companies is on how to make the organization not only more efficient, but also more productive and competitive.

Meanwhile, companies cannot lose sight of leadership development and succession planning. Many face severe shortages in their management ranks in the coming decade, but have no real leadership development or succession strategy to fill the pipeline.

These challenges have made talent management more important than ever. Bersin & Associates, a leading research and advisory firm focused on corporate learning and talent management, in partnership with Human Resource Executive, recently conducted its annual study to examine how organizations are carrying out their talent management initiatives in light of the current business environment.

Although few organizations have reached this advanced stage of truly integrated talent management, many companies have progressed in their efforts. Today, nearly 40 percent of companies say they are in the "novice" stage, in which they have just started to develop their talent-management strategies. An almost equal number (41 percent) are now in the "intermediate" stage. These companies are developing and implementing their strategies, and have some mature processes in place. Meanwhile, 5 percent are in the "advanced" stage, with a clear talent-management strategy and mature and integrated processes in place today. Just 15 percent of companies report they have not yet started on their talent-management strategy, a figure that has dropped over the last year. So while there is still a lot of room for growth, companies seem to be making progress.

To advance their strategies, more companies are creating a dedicated role to manage talent-management activities across the enterprise. Currently, about one in three companies (31 percent) has consolidated talent management activities under a single executive, a figure that has grown 9 percent over the past year.

This talent-management executive is typically responsible for leadership development, succession management, career development, performance management, learning and development, and workforce planning. Approximately half of the executives are also responsible for the recruiting (48 percent) and onboarding (52 percent) functions. A smaller percentage -- just 25 percent -- is responsible for compensation.

The importance of performance management has grown over the past year. Nearly 40 percent of the companies participating in the survey now say that performance management is a top priority in their organization, a need that is driven partly by the current recession. In an environment of restructuring and layoffs, managers require performance data to make decisions on downsizing and compensation, and to evaluate their overall talent needs.

## 5.0 Strategy and Implementation Summary

COMPANY NAME has a transaction-based revenue model similar to sites such as [INSERT SITE]. This company earns money on each transaction and/or activity they broker, and are among the few highly profitable sites on the Internet.

In order to determine the best revenue model, the company will test several payment scenarios. Initially the brands and sponsors were to be charged a flat rate to be listed on the site. Even with a substantial free-trial period, however, there is a reluctance to pay in advance for a service largely unproven. The Company will also offer a mixed payment option in which brands and sponsors could choose between a flat-rate fee structure or a commission-based plan.

In addition, the majority of entertainers and talent being represented generally will be offered to compensate COMPANY NAME 15-20% commission on booking and event services; however, this may be renegotiated on a case by case basis.

## 5.1 SWOT Analysis

The SWOT analysis provides an opportunity to examine the internal strengths and weaknesses COMPANY NAME must address. It also allows to examine the opportunities presented to COMPANY NAME as well as potential threats.

### 5.1.1 Strengths

1. **Knowledgeable staff.** COMPANY NAME has gone to great lengths to find people with a passion for the overall image and vision of the Company. The staff is both knowledgeable and eager to please the talent, brands, corporate sponsors and the consumers.
2. **State-of-the art equipment.** Part of the COMPANY NAME experience includes access to state-of-the-art equipment and facilities.
3. **Up-scale and cool ambiance.** When you walk into the future COMPANY NAME, people will feel the ambiance and the technology. The headquarters is designed to create the COOL environment that COMPANY NAME would like to project; an environment of positivity, creativity and productivity. This high end facility will house the COMPANY NAME, the apparel showroom, the recording studios, a skate/BMX park and an event space which will include a performance stage and DJ setup.
4. **Clear vision of the market need.** COMPANY NAME knows what it takes to build a creative and upscale atmosphere and marketing model for all of its current and future signed talent. The Company knows the consumers, the talent and the technology, and COMPANY NAME knows how to build the service that will bring all together.

### 5.1.2 Weaknesses

1. Access to additional operating capital.
2. Cash flow continues to be unpredictable in the entertainment industry.
3. Owner are still climbing the "talent management experience curve"
4. Challenges of the seasonality of the business.

### 5.1.3 Opportunities

- Growing market with a significant percentage of the target market still not knowing we exist.
- Strategic alliances offering sources for referrals and joint marketing activities to extend COMPANY NAME reach.
- Changes in online marketing and media trends can initiate generate sales.
- Increasing sales opportunities beyond a "100-mile" target area including several smaller communities that have produced a faithful following.
- Internet potential for selling products to many other target markets.

#### 5.1.4 Threats

- The downturn in the economy has impacted live event sales.
- Expansion of national talent management agencies and event coordinators into the local market.
- Competition from a similar business model; or an agency with greater financing or product resources could enter the market.

#### 5.2 Competitive Edge

The Company seeks to establish a competitive edge in its new target market segment by increasing the level of talent contact with its own target market and exceptional attention to ensure growth that other competitors seem to oftentimes lack. Additionally **COMPANY NAME** possesses the necessary skills to produce the high quality merchandise, art and sound recordings that are needed in this field. The establishment of the previously mentioned work processes that will ensure greater service will strengthen the contacts that promote word of mouth marketing and networking.

#### 5.3 Marketing Strategy

The first and most important factor is getting people to visit the site. This number of visits to the site is projected to grow by 20% per month over the next year after initial marketing and PR has been implemented, and then 10% per month in the second year, and 5% per month in year three. Traffic is essential because it leads to talent requests and exposure, merchandise sales and a grand stage online which lead to commissions for **COMPANY NAME**.

#### 5.4 Sales Strategy

**COMPANY NAME** strategy will be to partner and represent talent of all different types (music, sports figures, fashion, etc.) that the Company can truly connect with, convey and bring to life the talents' vision.

**COMPANY NAME** would also like to partner with select charities and organizations and share the Company's focus and way of life.

Once visitors have reached the **[INSERT SITE]** site **COMPANY NAME** must convince them to check out the represented talent, book entertainment, browse through the several entertainment channels that will be in place for TV and for music, purchase merchandise and browse the calendar for upcoming events.

#### INTRODUCTION OF COOL CARDS

The "Cool Card" is a personalized promotional card to give to consumers which will not only provide discounts to shows and events, early access to upcoming releases, local partnering restaurants and stores; it will give the cardholder the sense of belonging to the positive, creative and productive community of **COMPANY NAME**.

The Cool Card will be distributed by being attached to every piece of **COMPANY NAME** apparel, handed out personally at **COMPANY NAME** events and mailed to consumers upon registration to the email list.

#### 5.4.1 Sales Forecast

Overall, there are two main variables in the formula that determine the volume of sales that **COMPANY NAME** will be able to generate:

- The number of consumers who visit **COMPANY NAME** each day.
- The percentage of gig requests which result in actual bookings of the **COMPANY NAME** facility and talent.

Because **COMPANY NAME** will have online billing capabilities, the company will offer the entertainers the option of having commissions automatically billed directly to their credit cards. This will shorten the number of days it takes the Company to get paid, and will be more convenient for entertainers.

Table: Sales Forecast

<b>Sales Forecast</b>			
	2011	2012	2013
<b>Sales</b>			
Talent Management Commissions	\$318,340	\$327,890	\$337,727
IP Licensing	\$803,818	\$827,933	\$852,771
Advertising Revenue	\$159,174	\$163,949	\$168,868
Event Productions	\$750,000	\$937,500	\$1,171,875
<b>Total Sales</b>	<b>\$2,031,332</b>	<b>\$2,257,272</b>	<b>\$2,531,241</b>
<b>Direct Cost of Sales</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Production Expense	\$562,500	\$703,125	\$878,906
DELETE	\$0	\$0	\$0
<b>Subtotal Direct Cost of Sales</b>	<b>\$562,500</b>	<b>\$703,125</b>	<b>\$878,906</b>

Chart: Sales Monthly

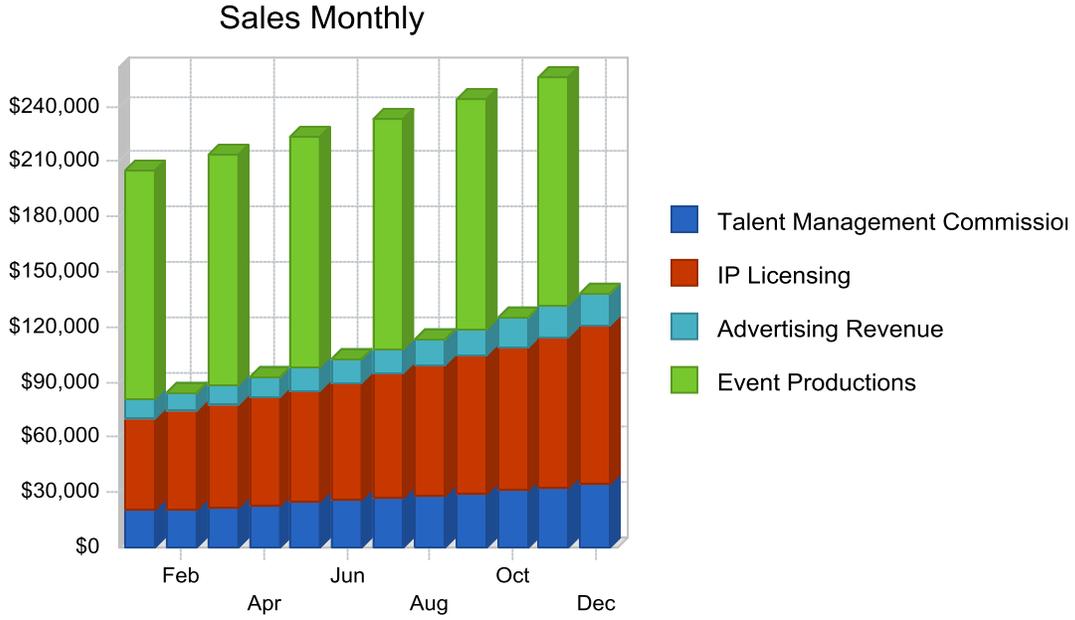
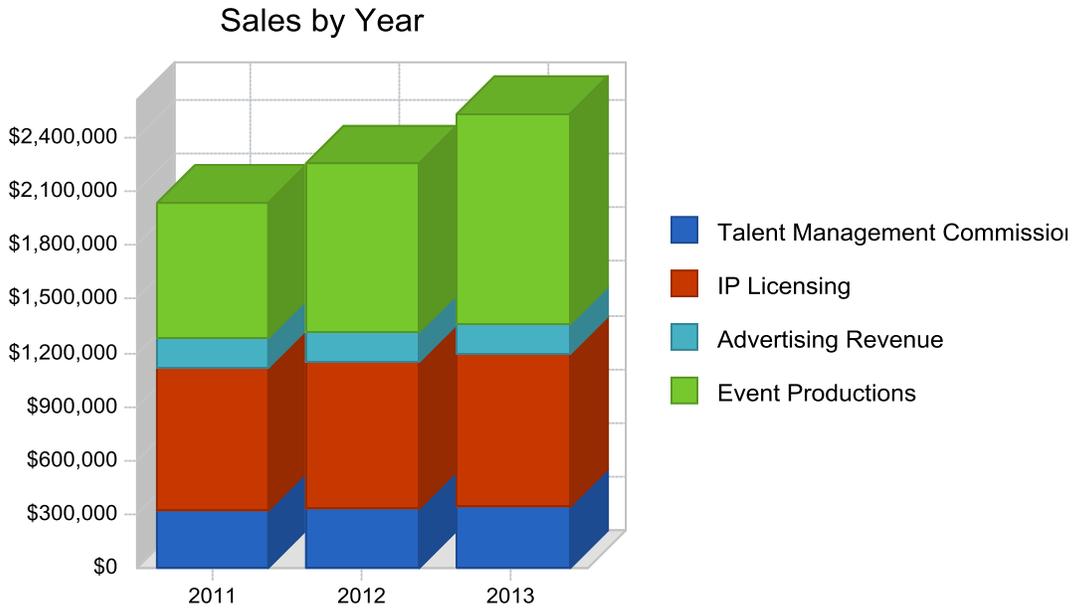


Chart: Sales by Year



5.5 Milestones

The detailed milestones are shown in the following table and chart. The related estimated budgets are included with the expenses shown in the projected Profit and Loss statement, which is in the financial analysis that comes in Chapter 7 of this plan.

Table: Milestones

<b>Milestones</b>					
Milestone	Start Date	End Date	Budget	Manager	Department
Book Major Music Event in Los Angeles	3/1/2011	3/15/2012	TBD		Owner
Launch Mainstream Advertising Campaign	3/1/2011	9/1/2011	TBD		Owner
Complete Cluster of Represented Talent	3/1/2011	2/1/2012	TBD		Owner
<b>Totals</b>			TBD		

6.0 Management Summary

**COMPANY NAME** is an owner-managed company by **OWNER'S NAME**. **[INSERT NAME]** serves as the General Manager/Design Director of the Company.

[INSERT BIO]

6.1 Personnel Plan

Our projected payroll expenses are laid out in the following table.

Table: Personnel

<b>Personnel Plan</b>			
	2011	2012	2013
Owner/CEO	\$48,000	\$50,400	\$52,920
General Manager/Director	\$48,000	\$50,400	\$52,920
Design/Fashion Director	\$30,000	\$31,500	\$33,075
Branding Design Director	\$36,000	\$37,800	\$39,690
Event Coordinator	\$42,000	\$44,100	\$46,305
Web/App Developer and Programmer	\$96,000	\$100,800	\$105,840
Administration	\$24,000	\$25,200	\$26,460
Total People	7	8	8
<b>Total Payroll</b>	<b>\$324,000</b>	<b>\$340,200</b>	<b>\$357,210</b>

7.0 Financial Plan

The following sections describe the financial position of **COMPANY NAME**.

7.1 Important Assumptions

COMPANY NAME's basic financial accounting assumptions are outlined below.

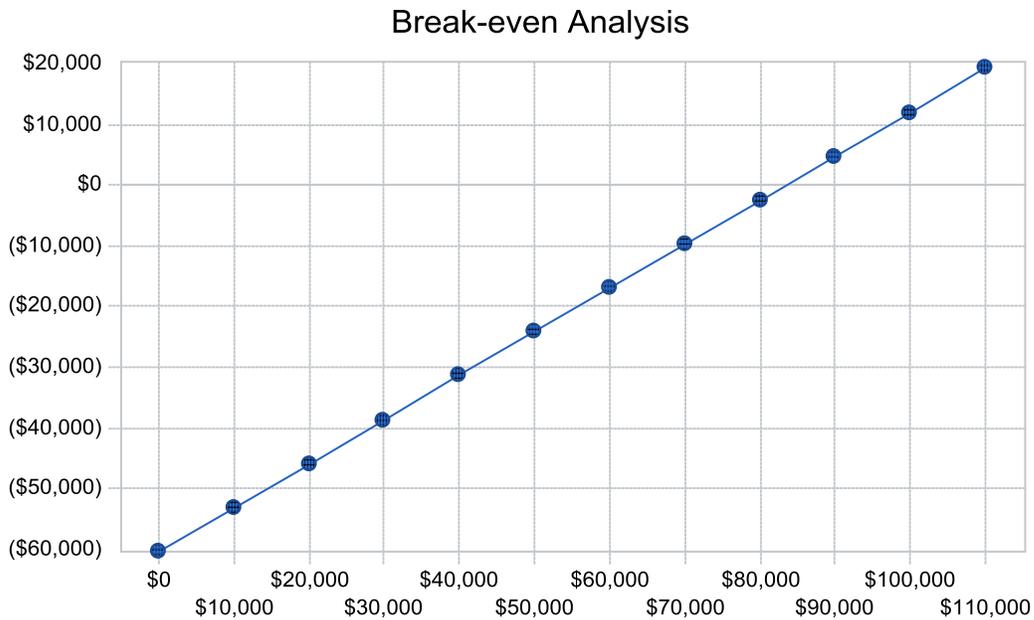
7.2 Break-even Analysis

The Break-even Analysis below demonstrates how much COMPANY NAME needs to sell every month to make a profit.

Table: Break-even Analysis

<i>Break-even Analysis</i>	
Monthly Revenue Break-even	\$83,453
Assumptions:	
Average Percent Variable Cost	28%
<b>Estimated Monthly Fixed Cost</b>	<b>\$60,344</b>

Chart: Break-even Analysis



7.3 Projected Profit and Loss

The Profit and Loss projections in the chart and table below present the key increase in sales, profits, and gross margin.

The Company estimates it will achieve profitability in the first year. Goals will be to increase overall traffic to the site, increase the percentage of consumers and viewers and nurture the artist's visions and goals to fruition.

Table: Profit and Loss

<b>Pro Forma Profit and Loss</b>			
	2011	2012	2013
Sales	\$2,031,332	\$2,257,272	\$2,531,241
Direct Cost of Sales	\$562,500	\$703,125	\$878,906
Other	\$0	\$0	\$0
<b>Total Cost of Sales</b>	<b>\$562,500</b>	<b>\$703,125</b>	<b>\$878,906</b>
Gross Margin	\$1,468,832	\$1,554,147	\$1,652,335
Gross Margin %	72.31%	68.85%	65.28%
<b>Expenses</b>			
Payroll	\$324,000	\$340,200	\$357,210
Sales and Marketing and Other Expenses	\$28,388	\$29,240	\$30,117
Depreciation	\$6,348	\$6,348	\$6,348
Rent	\$180,000	\$189,000	\$198,450
Insurance	\$36,000	\$37,800	\$39,690
Phone	\$10,560	\$11,088	\$11,642
Utilities	\$9,000	\$9,450	\$9,923
Marketing/PR	\$60,000	\$63,000	\$66,150
Office Supplies	\$5,400	\$5,670	\$5,954
Internet/Hosting Fees	\$7,188	\$7,547	\$7,925
Design	\$36,000	\$37,800	\$39,690
Auto	\$8,280	\$8,694	\$9,129
Fuel	\$12,960	\$12,959	\$13,607
<b>Total Operating Expenses</b>	<b>\$724,124</b>	<b>\$758,796</b>	<b>\$795,835</b>
Profit Before Interest and Taxes	\$744,708	\$795,351	\$856,500
EBITDA	\$751,056	\$801,699	\$862,848
Interest Expense	\$1,338	\$1,050	\$750
Taxes Incurred	\$188,474	\$198,575	\$217,503
<b>Net Profit</b>	<b>\$554,897</b>	<b>\$595,726</b>	<b>\$638,247</b>
<b>Net Profit/Sales</b>	<b>27.32%</b>	<b>26.39%</b>	<b>25.21%</b>

Chart: Profit Monthly



Chart: Profit Yearly

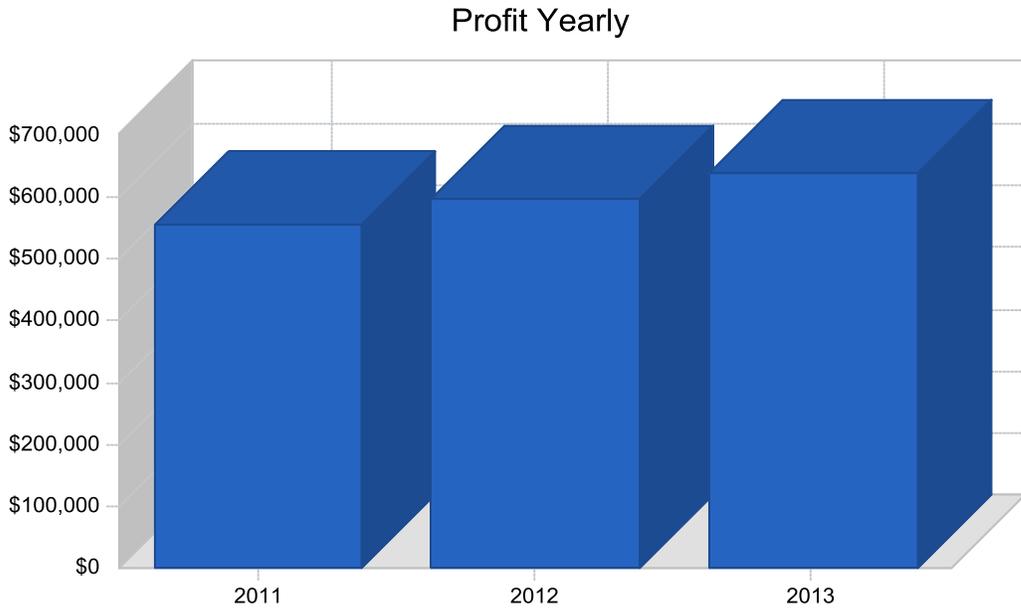


Chart: Gross Margin Monthly

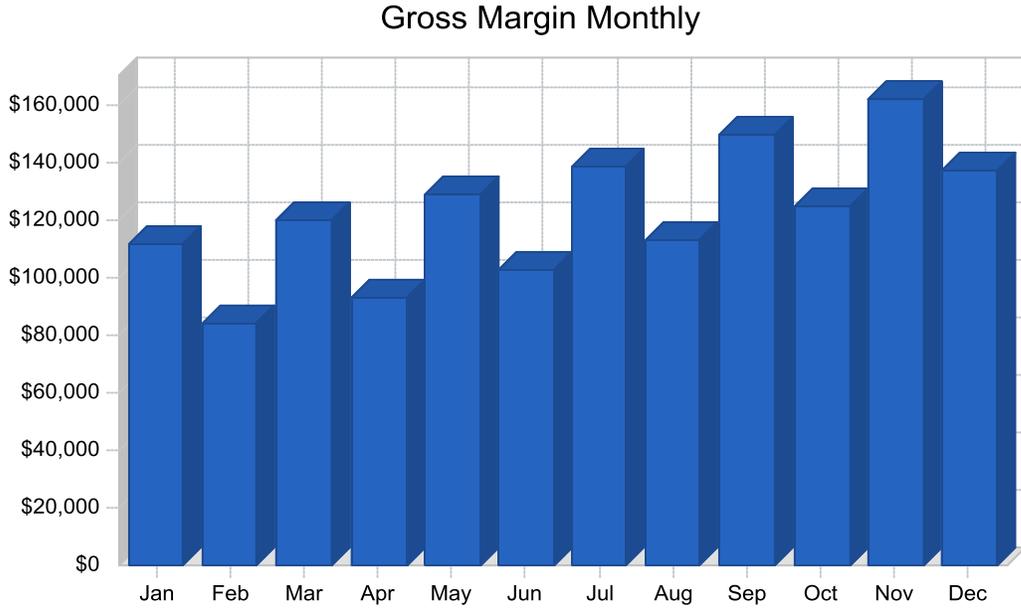
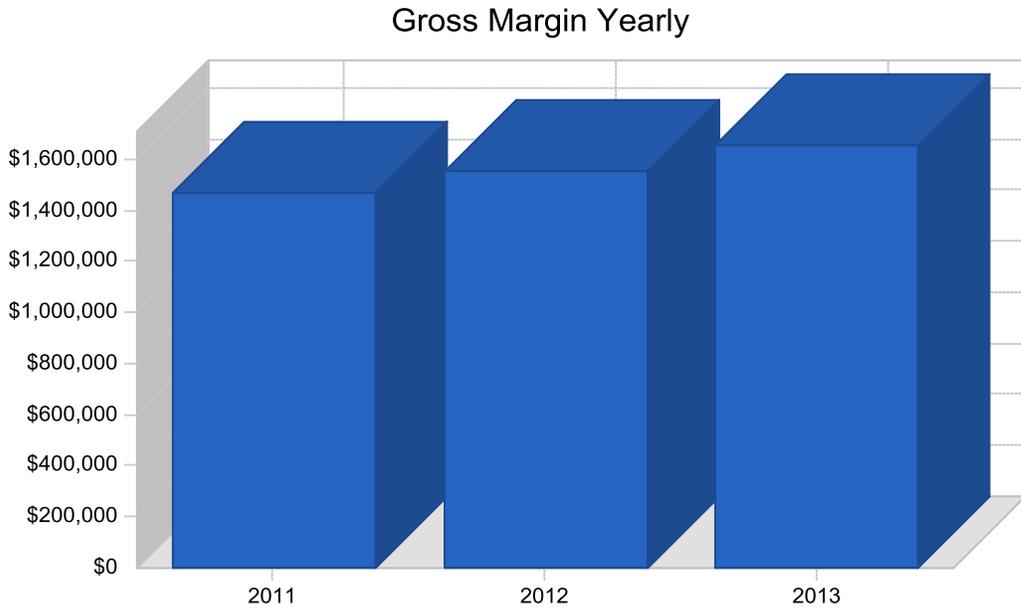


Chart: Gross Margin Yearly



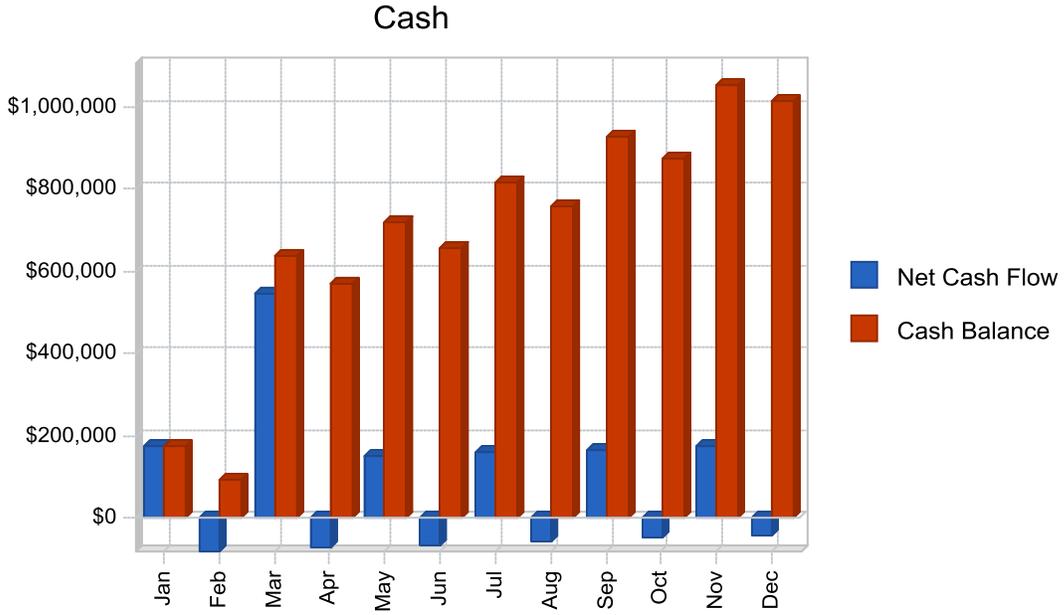
7.4 Projected Cash Flow

The chart and table below show the projected cash flow for the company.

Table: Cash Flow

<b>Pro Forma Cash Flow</b>			
	2011	2012	2013
<b>Cash Received</b>			
Cash from Operations			
Cash Sales	\$2,031,332	\$2,257,272	\$2,531,241
Subtotal Cash from Operations	\$2,031,332	\$2,257,272	\$2,531,241
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$500,000	\$0	\$0
Subtotal Cash Received	\$2,531,332	\$2,257,272	\$2,531,241
<b>Expenditures</b>	2011	2012	2013
Expenditures from Operations			
Cash Spending	\$324,000	\$340,200	\$357,210
Bill Payments	\$1,094,013	\$1,258,990	\$1,511,811
Subtotal Spent on Operations	\$1,418,013	\$1,599,190	\$1,869,021
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$3,000	\$3,000	\$3,000
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$98,458	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
Subtotal Cash Spent	\$1,519,471	\$1,602,190	\$1,872,021
Net Cash Flow	\$1,011,861	\$655,082	\$659,220
<b>Cash Balance</b>	\$1,011,861	\$1,666,943	\$2,326,163

Chart: Cash



7.5 Projected Balance Sheet

The following Balance Sheet outlines the key assets and liabilities for COMPANY NAME.

Table: Balance Sheet

<b>Pro Forma Balance Sheet</b>			
	2011	2012	2013
<b>Assets</b>			
<b>Current Assets</b>			
Cash	\$1,011,861	\$1,666,943	\$2,326,163
Other Current Assets	\$104,458	\$104,458	\$104,458
<b>Total Current Assets</b>	<b>\$1,116,319</b>	<b>\$1,771,401</b>	<b>\$2,430,621</b>
<b>Long-term Assets</b>			
Long-term Assets	\$0	\$0	\$0
Accumulated Depreciation	\$6,657	\$13,005	\$19,353
<b>Total Long-term Assets</b>	<b>(\$6,657)</b>	<b>(\$13,005)</b>	<b>(\$19,353)</b>
<b>Total Assets</b>	<b>\$1,109,662</b>	<b>\$1,758,396</b>	<b>\$2,411,268</b>
<b>Liabilities and Capital</b>			
<b>Current Liabilities</b>			
Accounts Payable	\$52,074	\$108,082	\$125,707
Current Borrowing	\$12,000	\$9,000	\$6,000
Other Current Liabilities	\$0	\$0	\$0
<b>Subtotal Current Liabilities</b>	<b>\$64,074</b>	<b>\$117,082</b>	<b>\$131,707</b>
<b>Long-term Liabilities</b>			
Long-term Liabilities	\$0	\$0	\$0
<b>Total Liabilities</b>	<b>\$64,074</b>	<b>\$117,082</b>	<b>\$131,707</b>
<b>Capital</b>			
Paid-in Capital	\$500,000	\$500,000	\$500,000
Retained Earnings	(\$9,309)	\$545,588	\$1,141,314
Earnings	\$554,897	\$595,726	\$638,247
<b>Total Capital</b>	<b>\$1,045,588</b>	<b>\$1,641,314</b>	<b>\$2,279,560</b>
<b>Total Liabilities and Capital</b>	<b>\$1,109,662</b>	<b>\$1,758,396</b>	<b>\$2,411,268</b>
<b>Net Worth</b>	<b>\$1,045,588</b>	<b>\$1,641,314</b>	<b>\$2,279,560</b>

7.6 Business Ratios

The following table presents important business ratios for the business services industry, as determined by the North American Industry Classification System, NAICS Code 711410: Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures.

Table: Ratios

<b>Ratio Analysis</b>				
	2011	2012	2013	Industry Profile
Sales Growth	3303.93%	11.12%	12.14%	12.72%
<b>Percent of Total Assets</b>				
Other Current Assets	9.41%	5.94%	4.33%	48.01%
Total Current Assets	100.60%	100.74%	100.80%	81.73%
Long-term Assets	-0.60%	-0.74%	-0.80%	18.27%
Total Assets	100.00%	100.00%	100.00%	100.00%
<b>Current Liabilities</b>				
Current Liabilities	5.77%	6.66%	5.46%	48.40%
Long-term Liabilities	0.00%	0.00%	0.00%	30.72%
Total Liabilities	5.77%	6.66%	5.46%	79.12%
Net Worth	94.23%	93.34%	94.54%	20.88%
<b>Percent of Sales</b>				
Sales	100.00%	100.00%	100.00%	100.00%
Gross Margin	72.31%	68.85%	65.28%	40.82%
Selling, General & Administrative Expenses	192.29%	88.32%	50.53%	18.68%
Advertising Expenses	19.98%	16.71%	12.36%	0.49%
Profit Before Interest and Taxes	36.66%	35.24%	33.84%	5.54%
<b>Main Ratios</b>				
Current	17.42	15.13	18.45	1.27
Quick	17.42	15.13	18.45	1.21
Total Debt to Total Assets	5.77%	6.66%	5.46%	79.12%
Pre-tax Return on Net Worth	71.10%	48.39%	37.54%	108.25%
Pre-tax Return on Assets	66.99%	45.17%	35.49%	22.60%

<b>Additional Ratios</b>	2011	2012	2013	
Net Profit Margin	27.32%	26.39%	25.21%	n.a
Return on Equity	53.07%	36.30%	28.00%	n.a
<b>Activity Ratios</b>				
Accounts Payable Turnover	22.01	12.17	12.17	n.a
Payment Days	27	22	28	n.a
Total Asset Turnover	1.83	1.28	1.05	n.a
<b>Debt Ratios</b>				
Debt to Net Worth	0.06	0.07	0.06	n.a
Current Liab. to Liab.	1.00	1.00	1.00	n.a
<b>Liquidity Ratios</b>				
Net Working Capital	\$1,052,245	\$1,654,319	\$2,298,913	n.a
Interest Coverage	556.79	757.48	1,142.00	n.a
<b>Additional Ratios</b>				
Assets to Sales	0.55	0.78	0.95	n.a
Current Debt/Total Assets	6%	7%	5%	n.a
Acid Test	17.42	15.13	18.45	n.a
Sales/Net Worth	1.94	1.38	1.11	n.a
<b>Dividend Payout</b>	0.00	0.00	0.00	n.a

## Appendix

Table: Sales Forecast

<b>Sales Forecast</b>													
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Sales</b>													
Talent Management Commissions	0%	\$20,000	\$21,000	\$22,050	\$23,152	\$24,310	\$25,526	\$26,802	\$28,142	\$29,549	\$31,026	\$32,577	\$34,206
IP Licensing	0%	\$50,500	\$53,025	\$55,676	\$58,460	\$61,383	\$64,452	\$67,675	\$71,059	\$74,612	\$78,343	\$82,260	\$86,373
Advertising Revenue	0%	\$10,000	\$10,500	\$11,025	\$11,576	\$12,155	\$12,763	\$13,401	\$14,071	\$14,775	\$15,514	\$16,290	\$17,104
Event Productions	0%	\$125,000	\$0	\$125,000	\$0	\$125,000	\$0	\$125,000	\$0	\$125,000	\$0	\$125,000	\$0
<b>Total Sales</b>		<b>\$205,500</b>	<b>\$84,525</b>	<b>\$213,751</b>	<b>\$93,188</b>	<b>\$222,848</b>	<b>\$102,741</b>	<b>\$232,878</b>	<b>\$113,272</b>	<b>\$243,936</b>	<b>\$124,883</b>	<b>\$256,127</b>	<b>\$137,683</b>
<b>Direct Cost of Sales</b>													
Production Expense		\$93,750	\$0	\$93,750	\$0	\$93,750	\$0	\$93,750	\$0	\$93,750	\$0	\$93,750	\$0
DELETE		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Subtotal Direct Cost of Sales</b>		<b>\$93,750</b>	<b>\$0</b>	<b>\$93,750</b>	<b>\$0</b>	<b>\$93,750</b>	<b>\$0</b>	<b>\$93,750</b>	<b>\$0</b>	<b>\$93,750</b>	<b>\$0</b>	<b>\$93,750</b>	<b>\$0</b>

## Appendix

Table: Personnel

Personnel Plan													
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Owner/CEO	0%	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
General Manager/Director	0%	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Design/Fashion Director	0%	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Branding Design Director	0%	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Event Coordinator	0%	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Web/App Developer and Programmer	0%	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Administration	0%	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
<b>Total People</b>		<b>7</b>											
<b>Total Payroll</b>		<b>\$27,000</b>											

## Appendix

Table: Profit and Loss

<b>Pro Forma Profit and Loss</b>												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales	\$205,500	\$84,525	\$213,751	\$93,188	\$222,848	\$102,741	\$232,878	\$113,272	\$243,936	\$124,883	\$256,127	\$137,683
Direct Cost of Sales	\$93,750	\$0	\$93,750	\$0	\$93,750	\$0	\$93,750	\$0	\$93,750	\$0	\$93,750	\$0
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Cost of Sales</b>	<b>\$93,750</b>	<b>\$0</b>										
Gross Margin	\$111,750	\$84,525	\$120,001	\$93,188	\$129,098	\$102,741	\$139,128	\$113,272	\$150,186	\$124,883	\$162,377	\$137,683
Gross Margin %	54.38%	100.00%	56.14%	100.00%	57.93%	100.00%	59.74%	100.00%	61.57%	100.00%	63.40%	100.00%
<b>Expenses</b>												
Payroll	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000
Sales and Marketing and Other Expenses	\$1,149	\$1,239	\$1,347	\$1,677	\$1,832	\$2,018	\$2,242	\$2,510	\$2,833	\$3,219	\$3,883	\$4,439
Depreciation	\$529	\$529	\$529	\$529	\$529	\$529	\$529	\$529	\$529	\$529	\$529	\$529
Rent	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Insurance	20% \$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Phone	20% \$880	\$880	\$880	\$880	\$880	\$880	\$880	\$880	\$880	\$880	\$880	\$880
Utilities	20% \$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Marketing/PR	20% \$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Office Supplies	20% \$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450
Internet/Hosting Fees	20% \$599	\$599	\$599	\$599	\$599	\$599	\$599	\$599	\$599	\$599	\$599	\$599
Design	20% \$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Auto	20% \$690	\$690	\$690	\$690	\$690	\$690	\$690	\$690	\$690	\$690	\$690	\$690
Fuel	\$960	\$960	\$960	\$960	\$960	\$960	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
<b>Total Operating Expenses</b>	<b>\$59,007</b>	<b>\$59,097</b>	<b>\$59,205</b>	<b>\$59,535</b>	<b>\$59,690</b>	<b>\$59,876</b>	<b>\$60,340</b>	<b>\$60,608</b>	<b>\$60,931</b>	<b>\$61,317</b>	<b>\$61,981</b>	<b>\$62,537</b>
Profit Before Interest and Taxes	\$52,743	\$25,428	\$60,796	\$33,653	\$69,408	\$42,865	\$78,788	\$52,664	\$89,255	\$63,566	\$100,396	\$75,146
EBITDA	\$53,272	\$25,957	\$61,325	\$34,182	\$69,937	\$43,394	\$79,317	\$53,193	\$89,784	\$64,095	\$100,925	\$75,675
Interest Expense	\$123	\$121	\$119	\$117	\$115	\$113	\$110	\$108	\$106	\$104	\$102	\$100
Taxes Incurred	\$15,786	\$6,327	\$15,169	\$8,384	\$17,323	\$10,688	\$19,669	\$13,139	\$22,287	\$15,865	\$25,073	\$18,762
<b>Net Profit</b>	<b>\$36,834</b>	<b>\$18,980</b>	<b>\$45,508</b>	<b>\$25,152</b>	<b>\$51,970</b>	<b>\$32,064</b>	<b>\$59,008</b>	<b>\$39,417</b>	<b>\$66,862</b>	<b>\$47,596</b>	<b>\$75,220</b>	<b>\$56,285</b>
<b>Net Profit/Sales</b>	<b>17.92%</b>	<b>22.46%</b>	<b>21.29%</b>	<b>26.99%</b>	<b>23.32%</b>	<b>31.21%</b>	<b>25.34%</b>	<b>34.80%</b>	<b>27.41%</b>	<b>38.11%</b>	<b>29.37%</b>	<b>40.88%</b>

## Appendix

Table: Cash Flow

<b>Pro Forma Cash Flow</b>												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Cash Received</b>												
Cash from Operations												
Cash Sales	\$205,500	\$84,525	\$213,751	\$93,188	\$222,848	\$102,741	\$232,878	\$113,272	\$243,936	\$124,883	\$256,127	\$137,683
Subtotal Cash from Operations	\$205,500	\$84,525	\$213,751	\$93,188	\$222,848	\$102,741	\$232,878	\$113,272	\$243,936	\$124,883	\$256,127	\$137,683
Additional Cash Received												
Sales Tax, VAT, HST/GST Received	0.00%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$205,500	\$84,525	\$713,751	\$93,188	\$222,848	\$102,741	\$232,878	\$113,272	\$243,936	\$124,883	\$256,127	\$137,683
<b>Expenditures</b>												
Expenditures from Operations												
Cash Spending	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000
Bill Payments	\$4,705	\$137,700	\$41,439	\$137,374	\$43,935	\$140,009	\$46,587	\$143,007	\$49,767	\$146,219	\$53,212	\$150,061
Subtotal Spent on Operations	\$31,705	\$164,700	\$68,439	\$164,374	\$70,935	\$167,009	\$73,587	\$170,007	\$76,767	\$173,219	\$80,212	\$177,061

## Appendix

Additional Cash Spent												
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Other Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$98,458	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Spent	\$31,955	\$164,950	\$167,147	\$164,624	\$71,185	\$167,259	\$73,837	\$170,257	\$77,017	\$173,469	\$80,462	\$177,311
<b>Net Cash Flow</b>	<b>\$173,545</b>	<b>(\$80,425)</b>	<b>\$546,604</b>	<b>(\$71,436)</b>	<b>\$151,663</b>	<b>(\$64,518)</b>	<b>\$159,041</b>	<b>(\$56,985)</b>	<b>\$166,919</b>	<b>(\$48,586)</b>	<b>\$175,665</b>	<b>(\$39,628)</b>
<b>Cash Balance</b>	<b>\$173,545</b>	<b>\$93,121</b>	<b>\$639,725</b>	<b>\$568,289</b>	<b>\$719,952</b>	<b>\$655,434</b>	<b>\$814,475</b>	<b>\$757,490</b>	<b>\$924,409</b>	<b>\$875,823</b>	<b>\$1,051,488</b>	<b>\$1,011,861</b>

## Appendix

Table: Balance Sheet

<b>Pro Forma Balance Sheet</b>													
Assets	Starting Balances	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Current Assets</b>													
Cash	\$0	\$173,545	\$93,121	\$639,725	\$568,289	\$719,952	\$655,434	\$814,475	\$757,490	\$924,409	\$875,823	\$1,051,488	\$1,011,861
Other Current Assets	\$6,000	\$6,000	\$6,000	\$104,458	\$104,458	\$104,458	\$104,458	\$104,458	\$104,458	\$104,458	\$104,458	\$104,458	\$104,458
<b>Total Current Assets</b>	<b>\$6,000</b>	<b>\$179,545</b>	<b>\$99,121</b>	<b>\$744,183</b>	<b>\$672,747</b>	<b>\$824,410</b>	<b>\$759,892</b>	<b>\$918,933</b>	<b>\$861,948</b>	<b>\$1,028,867</b>	<b>\$980,281</b>	<b>\$1,155,946</b>	<b>\$1,116,319</b>
<b>Long-term Assets</b>													
Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$309	\$838	\$1,367	\$1,896	\$2,425	\$2,954	\$3,483	\$4,012	\$4,541	\$5,070	\$5,599	\$6,128	\$6,657
Total Long-term Assets	(\$309)	(\$838)	(\$1,367)	(\$1,896)	(\$2,425)	(\$2,954)	(\$3,483)	(\$4,012)	(\$4,541)	(\$5,070)	(\$5,599)	(\$6,128)	(\$6,657)
<b>Total Assets</b>	<b>\$5,691</b>	<b>\$178,707</b>	<b>\$97,754</b>	<b>\$742,287</b>	<b>\$670,322</b>	<b>\$821,456</b>	<b>\$756,409</b>	<b>\$914,921</b>	<b>\$857,407</b>	<b>\$1,023,797</b>	<b>\$974,682</b>	<b>\$1,149,818</b>	<b>\$1,109,662</b>
<b>Liabilities and Capital</b>													
<b>Current Liabilities</b>													
Accounts Payable	\$0	\$136,432	\$36,748	\$136,024	\$39,157	\$138,571	\$41,709	\$141,463	\$44,782	\$144,561	\$48,099	\$148,265	\$52,074
Current Borrowing	\$15,000	\$14,750	\$14,500	\$14,250	\$14,000	\$13,750	\$13,500	\$13,250	\$13,000	\$12,750	\$12,500	\$12,250	\$12,000
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Subtotal Current Liabilities</b>	<b>\$15,000</b>	<b>\$151,182</b>	<b>\$51,248</b>	<b>\$150,274</b>	<b>\$53,157</b>	<b>\$152,321</b>	<b>\$55,209</b>	<b>\$154,713</b>	<b>\$57,782</b>	<b>\$157,311</b>	<b>\$60,599</b>	<b>\$160,515</b>	<b>\$64,074</b>
Long-term Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Liabilities</b>	<b>\$15,000</b>	<b>\$151,182</b>	<b>\$51,248</b>	<b>\$150,274</b>	<b>\$53,157</b>	<b>\$152,321</b>	<b>\$55,209</b>	<b>\$154,713</b>	<b>\$57,782</b>	<b>\$157,311</b>	<b>\$60,599</b>	<b>\$160,515</b>	<b>\$64,074</b>
<b>Paid-in Capital</b>													
Paid-in Capital	\$0	\$0	\$0	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
Retained Earnings	(\$4)	(\$9,309)	(\$9,309)	(\$9,309)	(\$9,309)	(\$9,309)	(\$9,309)	(\$9,309)	(\$9,309)	(\$9,309)	(\$9,309)	(\$9,309)	(\$9,309)
Earnings	(\$9,305)	\$36,834	\$55,814	\$101,322	\$126,475	\$178,445	\$210,509	\$269,517	\$308,934	\$375,796	\$423,392	\$498,612	\$554,897
<b>Total Capital</b>	<b>(\$9,309)</b>	<b>\$27,525</b>	<b>\$46,505</b>	<b>\$592,013</b>	<b>\$617,166</b>	<b>\$669,136</b>	<b>\$701,200</b>	<b>\$760,208</b>	<b>\$799,625</b>	<b>\$866,487</b>	<b>\$914,083</b>	<b>\$989,303</b>	<b>\$1,045,588</b>
<b>Total Liabilities and Capital</b>	<b>\$5,691</b>	<b>\$178,707</b>	<b>\$97,754</b>	<b>\$742,287</b>	<b>\$670,322</b>	<b>\$821,456</b>	<b>\$756,409</b>	<b>\$914,921</b>	<b>\$857,407</b>	<b>\$1,023,797</b>	<b>\$974,682</b>	<b>\$1,149,818</b>	<b>\$1,109,662</b>
<b>Net Worth</b>	<b>(\$9,309)</b>	<b>\$27,525</b>	<b>\$46,505</b>	<b>\$592,013</b>	<b>\$617,166</b>	<b>\$669,136</b>	<b>\$701,200</b>	<b>\$760,208</b>	<b>\$799,625</b>	<b>\$866,487</b>	<b>\$914,083</b>	<b>\$989,303</b>	<b>\$1,045,588</b>

## Appendix

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