

BookTruck.com Startup Budget

BASE MODEL

Startup Budget

Web Development	36,000
Hosting	2,000
Beginning Inventory	0
POS Supplies / Bank Card Machines	800
Stationary and Business Supplies	1,500
Fixtures (tables, counters, lights, file cabinet, tent, signs, etc.)	2,000
Trailer expense (\$30k Capitalized)	10,000
Legal	2,000
Permits	500
Business Licenses	800
Insurance	2,000
Employee Payroll	3,000
Advertising and Promotion	5,000
Office rent and expense	200
Utilities	1,000
Other	4,000
Total Startup Budget	70,800

Cash Budget

Cash from Investors	145,000
Cash from Partners	0
Cash from Short-term Loans	0
Cash from Long-term Loans	0
Total Cash Accumulated	145,000
Total Cash Remaining (Needed)	74,200

BookTruck.com Pro Forma Income Statement

	BASE MODEL		
	Yr1	Yr2	Yr3
Pro forma Income Statement			
Sales – new books	375,000	450,000	500,000
Sales – used books	0	0	0
Sales – fee from self-sold used books	0	0	0
Total Sales	375,000	450,000	500,000
Cost of goods sold – new books	262,500	315,000	350,000
Cost of goods sold – used books	0	0	0
Total cost of goods sold	262,500	315,000	350,000
Gross Margin	112,500	135,000	150,000
Gross Margin %	30%	30%	30%
Payroll	71,760	71,760	71,760
Payroll Benefits	14,352	14,352	14,352
Web related charges	19,060	19,060	19,060
Office rent and expense	3,000	3,000	3,000
Utilities	2,000	2,000	2,000
Advertising/promotion	10,000	10,000	10,000
Equipment expense	2,000	2,000	2,000
Truck gas & maintenance	5,000	5,000	5,000
Insurance	2,000	2,000	2,000
Licenses/permits	975	1,013	1,038
Interest expense	0	0	0
Depreciation	1500	3000	3000
Pre Opening expense	69,200	400	400
Other	3,000	3,001	3,002
Total Operating Expenses	203,847	136,586	136,612
Net Operating Profit	-91,347	-1,586	13,389
Estimated Income Tax (30%)	0	0	4,017
Net Profit	-91,347	-1,586	9,372

BookTruck.com Pro Forma Balance Sheet

BASE MODEL

Beg Yr1 Beg Yr2 beg Yr3 End Yr3

Pro Forma Balance Sheet

Assets

Current Assets

Cash and cash equivalents	120,000	12653	3068	18457
Inventories	0	20000	30000	30000
Accounts receivable	0	0	0	0
Deferred income taxes	0	0	0	0
Other current assets	0	0	0	0
Total Current Assets	120000	32653	33068	48457
Property, plant and equipment	10000	20000	20000	20000
Accumulated Depreciation	0	-2000	-4000	-6000
Long-term investments	0	0	0	0
Other assets	0	0	0	0
Total Assets	130000	50653	49068	62457

Liabilities and Stockholders' Equity

Current Liabilities

Accounts Payable		2000	2000	2000
Accrued liabilities	0	1000	1000	1000
Current Borrowing	0	0	0	0
Other				
Total Current Liabilities	0	3000	3000	3000
Total Long-term liabilities	0	0	0	0
Total Liabilities	0	3000	3000	3000

Stockholders' equity

Paid-in capital	130,000	130,000	130,000	130,000
Retained earnings	0	-82,347	-83,932	-70,543
Total Stockholders' equity	130,000	47,653	46,068	59,457
Total Liabilities and Stockholders' Equity	130,000	50,653	49,068	62,457

BookTruck.com Pro Forma Cash Flow Statement

	BASE MODEL		
	Yr1	Yr2	Yr3
Pro forma Cash Flow Statement			
Operating Activities			
Net income	-91,347	-1,586	13,389
Adjustments to reconcile net cash:			
Depreciation and amortization	2000	2000	2000
Provision for deferred taxes	0	0	0
Changes in assets/liabilities:			
Increase in current assets	-20,000	-10,000	0
Increase in A/P and exp	-3,000	0	0
Other, net	0	0	0
Cash provided by operating act	-112,347	-9,586	15,389
Investing Activities			
Purchases of PPE	-20,000	0	0
Proceeds from dispositions of PPE	0	0	0
Other	0	0	0
Cash used in investing activities	-20,000	0	0
Financing Activities			
Proceeds form debt issuances	0	0	0
Principle payment on debt	0	0	0
Investment by others	145,000	0	0
Cash (used in) provided by financing activities	145,000	0	0
(Decrease)increase during year	12,653	-9,586	15,389
Balance at beginning of year	0	12,653	3,068
Balance at end of year	12,653	3,068	18,457