

# Financial Projections

Income Statement				
In USD	Year 1	Year 2	Year 3	Year 4
Income from DIY model (enteprise)	470,667	898,312	1,364,355	1,828,376
Income from SaaS researcher platform	185,200	688,961	1,142,283	1,558,350
Income from SaaS enterprise platform	-	120,348	113,046	146,327
Total Revenue	655,867	1,707,621	2,619,684	3,533,053
Cost of research participants	35,300	67,373	102,327	137,128
Cost of user researchers	27,600	223,027	314,772	403,476
Cost of project managers	19,500	6,720	47,376	46,301
Cost of account managers (for researcher SaaS)	33,333	128,000	153,600	153,600
Storage cost of videos on platform	46,866	191,407	342,179	459,792
Sales team salaries	70,800	84,480	82,944	81,592
Marketing expenses	19,000	30,780	51,159	63,518
Development team salaries	237,800	478,625	426,555	384,448
Operational Costs	54,444	130,267	138,281	146,396
Total expenses	544,644	1,340,680	1,659,193	1,876,252
Income before tax	111,223	366,942	960,490	1,656,801
Net Profit/(Loss)	86,754	286,214	749,183	1,292,305

# Financial Projections

## Statement of Financial Position

<i>In USD</i>	Year 1	Year 2	Year 3	Year 4
Cash	757,754	920,250	1,584,758	2,794,726
Accounts Receivable	34,000	149,719	227,392	304,729
Fixed Assets	20,000	28,000	35,000	40,000
<b>Total Assets</b>	<b>811,754</b>	<b>1,097,968</b>	<b>1,847,151</b>	<b>3,139,456</b>
Equity Issued	725,000	725,000	725,000	725,000
Retained Earnings	86,754	372,968	1,122,151	2,414,456
<b>Total Liabilities and Equity</b>	<b>811,754</b>	<b>1,097,968</b>	<b>1,847,151</b>	<b>3,139,456</b>

## Statement of Cash Flows

<i>In USD</i>	Year 1	Year 2	Year 3	Year 4
Net Income	86,754	286,214	749,183	1,292,305
Less: Increase in Accounts Receivable	34,000	115,719	77,674	77,337
<b>Cash Flow from Operating Activities</b>	<b>52,754</b>	<b>170,496</b>	<b>671,509</b>	<b>1,214,968</b>
Capital Expenditures	(20,000)	(8,000)	(7,000)	(5,000)
<b>Cash Flow from Investing Activities</b>	<b>(20,000)</b>	<b>(8,000)</b>	<b>(7,000)</b>	<b>(5,000)</b>
Equity Issued	725,000	-	-	-
<b>Cash Flow from Financing Activities</b>	<b>725,000</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net Cash Flow</b>	<b>757,754</b>	<b>162,496</b>	<b>664,509</b>	<b>1,209,968</b>
Opening Cash balance	-	757,754	920,250	1,584,758
<b>Ending Cash balance</b>	<b>757,754</b>	<b>920,250</b>	<b>1,584,758</b>	<b>2,794,726</b>

# Financial Projections

## Projected Returns

<i>In USD</i>	Year 1	Year 2	Year 3	Year 4
Cash Flows	(125,000)	-	-	-
Terminal Value	-	-	-	324,467
Terminal Cash	-	-	-	140,338
Aggregate Cash Flow	(125,000)	-	-	464,805
IRR				38.86%
Multiple				3.72x
Exit Multiple				5

## Final Capitalization Table

<i>In USD</i>	Year 1	Year 2	Year 3	Year 4
Round 1	125,000	-	-	-
Round 2	600,000	-	-	-
Total	725,000	-	-	-

Final Cap Table	
Founders	80.34%
Round 1 investors	5.02%
Round 2 investors	14.63%
	100.00%