

Business Plan For [Company Name Confidential]

Prepared by:



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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 XXXXXXXX, Inc.

Upon request, this document is to be immediately returned to XXXXXXXX at XXXXXXXXXXXX, Inc.

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

XXXXXXXXXXXX is comprised of a trio of dynamic, content-rich websites, aimed at providing information, products, and services to their target markets. The websites are:

The XXXXXXXXXXXX. A website focused on web-based entrepreneurs in the XXXXXXXXXXXX demographic. XXXXXXXXXXXX provides a user-friendly web site to maximize visitor satisfaction while providing informational content, products, services, and resources of use to web-based entrepreneurs. Specifically, through teleseminars and other educational offerings, XXXXXXXX will share first-hand expert knowledge from other entrepreneurs who started their businesses later in life, to assist entrepreneurs starting their own businesses as a second career to make the transition to business owner, often after years in a successful career as an employee in a larger, corporate, organization.

XXXXXXXXXX. A website dedicated to people XXXXXXXXXXXX that are interested in exploring alternative medical options as another option to traditional medical treatments for health issues. Through the use of informational documents such as eBooks and teleseminars, and the offering of products and services geared towards alternative medicine, XXXXXXXXXXXX will be a resource to the aging Baby Boomer generation that are faced with more health issues, and looking for alternatives to traditional medical treatment or prevention.

XXXXXXXXXXXX. The last site to launch, in XXXX, will offer information and products of interest to organic gardeners, and others who prefer to utilize environmentally safe products in their homes and gardens.

Our goal, besides being profitable, which is necessary for continued existence, is to become a valued resource for entrepreneurs, people with an interest in alternative medicine, and organic gardeners. Furthermore, we are committed to contributing to the greater good of society, both through the products and services offered and information shared with our visitors, but also by contributing a portion of our profits to reputable charitable organizations.

This business plan will detail how we will achieve our goals through discussions about the company, products and services, our market focus, our strategies, milestones, management team, and financial plan.

[Chart removed to protect client confidentiality]

1.1 Objectives

XXXXXXXXXXXX is committed to providing expert informational content to entrepreneurs in order to help them build successful businesses. To that end, there are three major objectives to this business plan:

1. Develop a professionally designed, user-friendly web site with a sophisticated content management system. User friendliness of the site will be measured by consumer surveys and market testing. In order to achieve success, The XXXXXXXXXXXX website must attain an XX% or greater satisfaction rate.

2. Increase the number of unique visitors per month (UVM) to XXXXXX within X years.
3. Increase content of the web site to provide expert resources for web-based entrepreneurs, including articles, online courses, sales of books, and links to other resources for entrepreneurs.

1.2 Mission

XXXXXXXXXXXX's mission is to build a dynamic online presence for web-based entrepreneurs and to present a 360-degree view of entrepreneurship, which includes business growth, personal growth, and contributing to the growth of society.

1.3 Value Statement

XXXXXXXXXXXX, and its principle XXXXXXXXXXXX, believe strongly in good corporate citizenship and that giving back to society is an important component of entrepreneurship. To that end, The XXXXXXXXXXXX will donate XX% of its profits to organizations we believe contribute to the greater good. XXXXXX also values personal exploration as entrepreneurs face diverse challenges making the transition from an employee to an employer.

1.4 Keys to Success

The key to XXXXXXXXXXXX's success is to build our customer base, increasing the number of unique visitors per month (UVM). To achieve this, we will:

- Publish expertly written articles of interest to web-based entrepreneurs.
- Provide links to products and services of value to people starting their own web-based businesses, or of value to existing business owners looking for better solutions.
- Provide links to charitable organizations and self-improvement resources.
- Publish articles about improving corporate citizenship and how conducting business with integrity can boost the bottom line.
- Publish articles that provide real-world solutions for overcoming obstacles in small-business owners' paths to success.
- Provide stories and tips from a variety of experts on subjects relating to our mission.
- Regularly solicit feedback from visitors and members about their on-line experience on our website in order to continuously improve content and include information of value to our members.
- Continuously test and improve the website architecture and performance to make all user experiences positive.

2.0 Company Summary

XXXXXXXXXXXX, Inc. is a new company that will operate a trio of websites, marketing products and services in the following categories:

- The XXXXXXXXXXXX (XXXXXXXXXX.com) will be a dynamic online presence for web-based entrepreneurs that will present a 360-degree view of entrepreneurship, including business growth, personal growth, and contributing to the growth of society.
- XXXXXXXXXXXX will offer products and services to consumers XXXXXX who are looking for alternative solutions to a variety of health problems.

- A third website, to be named, will offer environmentally friendly home and garden products and services with an emphasis on organic gardening.

Details about each of these websites, and their offered products and services, are included later in this plan.

2.1 Company Ownership

XXXXXXXXXXXXX, Inc. is an XXXXX Corporation headquartered in XXXXXXXXXX. XXXXXXXXXX, president and founder, owns 100% of the Company's shares. XXXXXXXX comes from a strong publishing background, where she worked for various healthcare and trade publications, and served as an editor for a grade-school textbook publisher. After working for other companies, XXXXX realized her true calling was in the entrepreneurial world, and led several successful web-based ventures focusing on pay-per-click advertising. With her years of experience in hand, XXXXXXXX has established XXXXXXXXXX in order to pass on her knowledge and experience to others seeking to venture out into the entrepreneurial world.

2.2 Start-up Summary

The total start up requirements for XXXXXXXXXX, Inc. will total \$XXXXXX. This includes start up expenses of \$XXXXX; \$XXXXX in current assets including furniture and equipment; and a cash requirement of \$XXXXX to cover operational costs for the first six months of operation. Details are included in the following table and chart.

Table: Start-up

<i>Start-up</i>	
Requirements	
Start-up Expenses	
Legal	\$XXXX
Office Supplies	\$XXXX
Outsourced Services	\$XXXX
Insurance	\$XXXX
Printing/Reproduction	\$XXXX
Telephone	\$XXXX
Postage & Delivery	\$XXXX
Total Start-up Expenses	\$XXXX
	\$XXXX
Start-up Assets	\$XXXX
Cash Required	\$XXXX
Other Current Assets	\$XXXX
Long-term Assets	\$XXXX
Total Assets	\$XXXX
	\$XXXX
Total Requirements	\$XXXX

[Chart removed to protect client confidentiality]

3.0 Products and Services

The following topics discuss products and services offered by XXXXXXXXXXXXX's trio of websites.

3.1 The XXXXXXXXXXXXX

The XXXXXXXXXXXXX is the cornerstone of XXXXXXXXXXXXX's trio of web sites, and will be a professionally designed, content rich web site with a sophisticated content management system, focused on providing products and services of interest to web-based entrepreneurs in the 40+ age demographic. Through the use of affiliate programs, pay-per-click advertising, web blogs, and social networking sites, the XXXXXXXXXXXXX will generate traffic to its site, resulting in revenue from purchases of products and services on XXXXXXXXX.

The XXXXXXXXXXXXX is committed to providing a 360-degree view of entrepreneurship, including the business, personal development, and charitable giving. To that end, the following services, offered through selected business partners, will be featured on the XXXXXXXXXXXXX:

The Business

- Accounting services.
- Access to materials and information from business coaches, such as:
 - XXXXXXXXXXXXX.
- Business incorporation services.
- Business plan writing services.
- Funding solutions.
- Legal services.
- Online marketing information and services.
- Payroll services.
- Printing services.
- Public relations specialists.
- Virtual assistance services, such as customer services, researchers, and freelance writers.
- Web design and hosting.
- Business credit card offers
- Telecommunication services, such as mobile communications and web conferencing.
- Business software.
- Computers and peripherals.
- Business related books.

Personal Development

- Personal development books, including:
 - XXXXXXXXX
 - XXXXXXXXX
 - XXXXXXXXX
 - XXXXXXXXX
 - XXXXXXXXX
- Access to personal development coaches, and their informational products, such as:
 - XXXXXXXXX
 - XXXXXXXXX
 - XXXXXXXXX
 - XXXXXXXXX

Charitable Giving

XXXXXXXXXXXX is passionate about its role as a positive member of society, contributing to the greater good through conducting business with integrity and setting an example of good corporate citizenship. To that end, XXXXXXXXXXXX has committed to donating XX% of its profits from XXXXXXXXXXXX to organizations it believes fosters these values. The XXXXXXXXXXXX also includes a resource list of organizations that provide information about philanthropy, starting charitable foundations, and finding reputable charitable organizations to support.

3.2 XXXXXXXXXXXXXXX

XXXXXXXXXX is a sister web site to XXXXXXXXXXXX that is planned to be launched in the first quarter of XXXX. Following the successful model of XXXXXXXXXXXX, XXXXXXXX will also be a professionally designed, content rich web site focused on the XXXX demographic. Complimenting XXXXXXXXXXXX, which offers products and services to its target market for the purpose of enriching their professional life, XXXXXXXX will offer products and services to its target market for the purpose of enriching their health life.

The launch date of first quarter XXXX was purposefully selected to coincide with New Year's resolutions commonly made regarding health and well being. Additional details about specific product offerings will be determined as the launch date approaches, but some content decisions have been made:

- How-to articles about health and well-being.
- Reviews on alternative health products.
- Downloadable CD's and books focused on health and well-being.
- A variety of nutritional supplements.
- Resource list and links to other health and well-being informational sites.

3.3 XXXXXXXXXXXXXXX

The third site in XXXXXXXXXXXX's trio of sites is scheduled for launch in the first or second quarter of XXXX, and will be focused on organic gardening. Although the details on this site are still being developed, early plans are for this site to also follow the business model of success for XXXXXXXXXXXX, using affiliate marketing, pay-per-click ads, and web blogs to generate web traffic and revenue from products and services offered on this site. Some products and services planned are:

- A Teleseminar for sale via web download, CD, or print form, featuring tips and information from organic gardening experts.
- Garden supply products.
- Other products of interest to organic gardeners, such as environmentally friendly cleaning products, cosmetics, etc.

Details of the products and services offered will be determined throughout the planning phase in XXXX.

4.0 Market Analysis Summary

Internet sales, through affiliate marketing and pay-per-click advertising, is one of the largest growing industries in the U.S. since 2000. While the US Gross National Product (GNP) has

grown approximately 4% between 2000 and 2005, internet sales have grown almost four times that amount, 15.2% in the same time period. According to a study done by Forrester Research, growth in online retail sales will continue to grow exponentially, with sales increasing an average of 40% annually between 2005 and 2010.

While almost every product for sale in the world is available for sale via a website, books and magazines, the category that most of XXXXXXXXXXXX's offered products and services will be, account for the second largest sales category in ecommerce, just behind computer hardware.

The following sections will detail XXXXXXXXXXXX's market segments.

4.1 Market Segmentation

XXXXXXXXXXXX's trio of planned websites each meets the needs of a strong market segment. The XXXXXXXXXXXX is the cornerstone of XXXXXXXXXXXX's websites, and XXXX is focused on web-based entrepreneurs in the XXXXX demographic. According to the 2003 US Census data, there are approximately 5.1 million small businesses in the United States (defined as 20 employees or less), with most of these businesses ran by entrepreneurs XXXXX. The number of small businesses is expected to grow at a rate of 8% annually, to approximately 10.6 million by 2012.

XXXXXXXX, our second planned website, will focus its marketing on people XXXXX with an interest in alternative medicine. According to the National Institutes for Health, approximately 36% of the U.S. population, or 48.5 million people, take part in some form of alternative medicine, whether alternative treatment or alternative natural medicinal products. This number is expected to grow 4% annually, to over 55.6 million people by 2012.

Our third website will be dedicated to organic gardening. The National Gardening Association estimates about 5 million people in the U.S. practice organic gardening in their home gardens. Organic gardening is rapidly gaining popularity, with an annual growth rate of 15% expected, to over 8.7 million people by 2012.

Table: Market Analysis

<i>Market Analysis</i>		2008	2009	2010	2011	2012	
Potential Customers	Growth						CAGR
Web-Based Entrepreneurs	X%	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	X.XX%
Aged 40+ Alternative Health Interest	X%	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	X.XX%
Organic Gardening Interest	X%	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	X.XX%
Total	X%	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	X.XX%

[Chart removed to protect client confidentiality]

4.2 Target Market Segment Strategy

XXXXXXXXXXXX's choice of target markets is determined by the content of the planned websites, as well as the expertise of management and advisory board.

We have also purposefully chosen our target markets for the XXXXXXXXXXXX and XXXXXXXX to fill a void left by other web sites already established. There are countless websites devoted to information for small business owners and entrepreneurs, but a large void exists in websites dedicated to entrepreneurs XXXXXXX, whose experience and needs can be quite different than younger entrepreneurs. Generally, entrepreneurs XXXXXXX have started a business as a second career, after years in a successful career working for a larger company. This presents a secondary hurdle to explore--how to successfully make the transition to employer after years as an employee. XXXXXXXXXXXX will offer information and products to assist entrepreneurs starting a second career to make that transition successfully.

We have also purposefully determined our market for XXXXXXXX to be people XXXXXXX. As the Baby Boomer generation ages, more people in that demographic market will seek treatment for health issues, and the National Institutes for Health expects more of them will seek alternatives to traditional medicine.

Finally, organic gardening is gaining popularity is gaining popularity at a rate far greater than most hobbies. We will tap into that growing hobby market in our third site to be launched in XXXX.

4.3 Service Business Analysis

In the internet marketing industry, specifically affiliate marketing, products sold are not sold on the affiliate's website, nor are they products produced by the affiliate. Rather, a user clicks on a link on an affiliate's website, which takes him to another site to purchase the product advertised on the affiliate's site. Therefore, a product advertised on one affiliate's website is no different, with no difference in price, than another affiliate, so the content and usability of an affiliate's site is key to success.

XXXXXXXXXXXX, through its trio of planned websites, is dedicated to providing a user-friendly web experience. Information will be clearly organized, for ease of browsing, with no web page "clutter" that presents too much information in too small of a space, making it impossible for a user to discern what information is being presented, effectively reducing the browsing satisfaction of the user.

In addition to the affiliate marketing products that will be available, we will also devote resources to creating original content not available on similar websites. Online courses, teleseminars, and eBooks will be created exclusively for our web sites and offered exclusively to our users. Additional details will be presented later in this plan, in the Marketing Strategy.

5.0 Strategy and Implementation Summary

The primary focus for XXXXXXXXXXXX is to quickly increase the number of unique visitors per month (UVM) to visit our websites. This will be done through lower cost options such as blog posting and social networking activity, while also utilizing pay-per-click advertising and visitor information compiled from free product offers.

5.1 SWOT Analysis

The SWOT analysis provides us with the opportunity to examine the strengths and weaknesses we must address. It also allows us to examine the opportunities we must capitalize on, as well as potential threats to be aware of. Details for each of these items are below.

5.1.1 Strengths

1. **Experience.** XXXXXXXXXXXXX, President of XXXXXXXXXXXXX, as launched several successful internet marketing campaigns using pay-per-click advertising. XXXXXX has professional training writing for websites and has ten years experience in the publishing industry as a writer, editor, and project manager. XXXXX is also a natural leader that brings out success in others through her coaching and mentorship.
2. **Commitment to quality.** Information marketing is a powerful tool for web entrepreneurs. Although there is a crowded market, web traffic analysis and usability studies show that websites that deliver high quality, useful information have much greater traffic than their lower quality counterparts. Web-savvy users demand aesthetic, easy to navigate sites loaded with information, making their browsing experience worthwhile. XXXXXXXXXXXXX will, in all of its websites, take advantage of every available resource, including expert input, regular user surveys, and best practice studies, to ensure its websites meet the expectations of internet users.

5.1.2 Weaknesses

Lack of resources. XXXXXXXXXXXXX has spent considerable resources in development and testing of XXXXXXXXXXXXX website and related content. Although the sales forecast is promising, as explained earlier, additional resources must be secured in order to devote the same quality of resources to its next website, XXXXXXXXXXXXX, to ensure continued success.

5.1.3 Opportunities

As mentioned earlier in this plan, the target markets for XXXXXXXXXXXXX's websites are vast, and expanding at a healthy rate. Additionally, sales from internet marketing sites are growing at a rate far greater than the U.S. GNP, and that trend is expected to continue for the next several years.

Small business ownership is also growing at a healthy rate, with over 600,000 new small businesses created each year. We intend to capitalize on these market trends, offering products and services of interest to web-based entrepreneurs. Most websites utilizing affiliate marketing make product offering decisions, frankly, based on what products in a given category of interest generate the highest commissions; their web sites are designed in a way to pack as much information, and links to products for sale, as possible in the smallest space as possible, leading to overcrowded websites that cause poor browsing experiences for their users. We intend to differentiate ourselves from our competition by not only designing web sites that are easy to navigate and not overpowering to browse, but also by offering only those products and services that have been personally tested by management or trusted colleagues. We are committed to offering only those products and services that we believe will provide value to our visitors.

5.1.4 Threats

With the growth of small businesses in the U.S., several websites have been established to provide products and information to entrepreneurs. Some of the biggest competitors are:

- **powerhomebiz.com.** An online magazine offering information and resources to help start, manage, and grow a business.
- **businessownersideacafe.com.** Ideas and advice on how to start and run a small business.
- **morebusiness.com.** Information and resources for starting a small business.

These web sites average between 20,000 and 100,000 unique visitors per month (UVM); we anticipate growth of XXXXXXXXXXXX, our cornerstone web site, to XXXXXX UVM within the first X years of operation.

5.2 Competitive Edge

XXXXXXXXXXXX has several advantages over the competition:

- We have expended a great deal of resources on research and development to ensure our web sites provide a user-friendly, easy to navigate browsing experience without overwhelming a visitor with too much information in too small of an area. Other websites compress as many links to resources, and ads, as possible on their sites, providing for an unsatisfactory browsing experience.
- Unlike our competitors, we personally review all products and services before they are offered on our websites. Reviews are conducted by either personal experience or recommendations from highly regarded colleagues. Other web sites put as many products on their pages as possible, without knowledge of the actual quality of the product.
- Through our relationships with several expert entrepreneurs (and other related experts, depending on the subject matter and web site), we produce our own eBooks, teleseminars, and online courses. These are developed by trusted experts in their field, and personally reviewed by us to ensure the subject matter and presentation is valuable to its users. While some competitors do offer similar learning aids, typically they are prepackaged materials that they simply purchase and resell, or offer on a commission basis.

5.3 Marketing Strategy

XXXXXXXXXXXX will use a phased approach to our marketing strategy, focusing initially on the development and launch of XXXXXXXXXXXX, and proceeding to other products and its other planned websites along a five-phase, XX-month timeline. Details for each phase follow.

5.3.1 Phase I

In Phase I, XXXXXXXXXXXX will be launched in mid-August, XXXX, and will initially employ free marketing strategies such as posting links on Twitter and social networking sites, as well as article marketing. Using the email autoresponder service iContact, a free eBook will be offered in order to capture information to generate an email list for future use. Marketing efforts to drive traffic will initially rely on pay-per-click advertising, and press releases will be submitted to more than twenty free online sources to help disseminate information about XXXXXXXXXXXX. Blog and forum posts to relevant websites such as TeeBeeDee.com (a social networking site for people 40 and older), 3rdActs.com, and AARP will also be used.

Google Analytics will be installed to monitor traffic and conversion rates, and marketing strategies will be adjusted as needed.

5.3.2 Phase II

Phase II will begin by the end of the third month of XXXXXXXXXXXX's launch. In this phase, XXXXXX will begin to offer its own digital products for sale, targeting the email list generated from Phase I. These products will be eBooks and/or teleseminars featuring interviews with successful entrepreneurs who started their own businesses later in life. Products will also be promoted via forums and social networking groups, the use of landing pages, and ClickBank affiliates.

Additional teleseminars will be offered free, in order to continue the increase of traffic to the site. We anticipate growth to XXXXX UVM within the first six months of operation.

5.3.3 Phase III

Building on the success of XXXXXXXXXXXX, and applying the successful strategies employed in that launch, XXXXXXXXXXXX will launch a second website, XXXXXXXXXXX, by the first quarter of XXXX. XXXXXXXXXXXX will use a similar design and marketing strategy as XXXXXXXXXXXX, with applicable adjustments to account for what was successful, and unsuccessful, in the rollout of XXXXXX.

While the products and services that XXXXXXXXXXX will provide have been detailed in other sections of this plan, it is important to note that, since XXXXXXXXXXX and XXXXXXXXXXX have similar demographic markets, and a complimentary goal to promote personal development, there will be an opportunity for cross-selling and cross-promotion between the two sites.

5.3.4 Phase IV

In the third quarter of XXXX, XXXXXXXXXXXX will further expand by offering an online course for entrepreneurs. This course will be an 8-10 week downloadable course on internet marketing, offering insights from several successful web-based entrepreneurs. During this phase, a landing page will be designed to sell the online course. The promotional strategy will include social bookmarking and networking and the use of ClickBank affiliates. Complimenting the course will be a paid membership section of XXXXXXXXXXXX that will provide resources for students, including a private forum, access to educational materials, exclusive members-only teleseminars, and group coaching opportunities.

5.3.5 Phase V

The final phase of start up for XXXXXXXXXXXX's trio of websites will be in early spring of XXXX, where the third site will be launched, dedicated to organic gardening and environmentally friendly products and services for home and garden. Final product and marketing strategy decisions will be made in XXXX, based on analysis of the marketing strategies in the first four phases for XXXXXXXXXXXX and XXXXXXXXXXXX.

5.4 Sales Strategy

XXXXXXXXXXXXXXXX's sales strategy is three-pronged: First, we will offer free eBooks to users, appropriate to content offered on each of our web sites, for the purpose of generating an email

list of visitors to our sites. We will then use the email addresses collected to generate outbound emails to visitors marketing other products and services available on our sites.

Second, each web site will offer links to products and services, available for purchase, related to the subject matter focus on each site. XXXXXXXXXXXXX will earn a commission for each product or service sold.

Finally, we will create original teleseminars and online courses, using experts in the subject matter, and will offer these teleseminars and courses on our websites for an enrollment fee.

5.4.1 Sales Forecast

Sales projections are for the first two of XXXXXXXXXXXXX's three websites, since the third site will not launch until XXXX, and final decisions on product offerings must still be made. Projections for XXXXXXXXXXXXX and XXXXXXXXXXXXX are divided into four categories:

XXXXXXXXXX Commissions: XXXXXXXXXXXXX will earn between X% and XX% commission for products sold through our affiliate marketing ads on XXXXXXXXXXXXX, depending on the product or service sold. It is projected that the number of unique visitors per month (UVM) will steadily increase throughout XXXX and XXXX, to approximately XXXX UVM. Commission projections are based on the assumption that X% of visitors will go to an affiliate site, and between X% and X% will purchase a product from the affiliate site visited.

XXXXXXXXXX Commissions: Commissions for XXXXXXXX are projected similar to the methodology used for XXXXXXXXXXXXX: Projecting the number of UVM, assuming X% of visitors will visit an affiliate site, and between X% and X% will purchase a product from that site.

Teleseminar Sales: It is projected that XX visitors per month will register for a teleseminar offered on our websites. Registration will be \$XXX per teleseminar, with a total projection of \$XXXX per month.

Online Course Sales: Online courses will be offered for a registration fee of \$XX. It is projected that XX visitors per month will register for an online course, totaling \$XXXX per month, starting in XXXX, when the first online course will be available.

Table: Sales Forecast

<i>Sales Forecast</i>	FY 2009	FY 2010	FY 2011
Sales			
XXXXXXXXXXXX Commissions	\$XXXXX	\$XXXXX	\$XXXXX
XXXXXXXXXXXX Commissions	\$XXXXX	\$XXXXX	\$XXXXX
Teleseminar Sales	\$XXXXX	\$XXXXX	\$XXXXX
Online Course	\$XXXXX	\$XXXXX	\$XXXXX
Total Sales	\$XXXXX	\$XXXXX	\$XXXXX

[Monthly sales chart removed to protect client confidentiality]

providing editorial and marketing services for non-profit organizations. Her writing has appeared in XXXXXXXXXXXX, XXXXXXXX, and XXXXXXXX.

XXXXXXXXXX, CPA. Owner, XXXXXXXXXXXX.

XXXXXXXX has been a practicing accountant for over twenty-five years. He holds a BA from XXXXXXXXXXXX University, is a Certified Public Accountant with an Enrolled Agent designation, representing clients before the Internal Revenue Service. XXXXXXXX client focus is individual clients and small businesses, with most of his time spent with small business clients. XXXXXXXX serves on the boards of the XXXXXXXXXXXXXXXX; the XXXXXXXXXXXXXXXX; and the board at XXXXXXXX.

XXXXXXXXXXXX, Esq.

XXXXXXXX is an attorney in XXXXXXXX. He received his BS with high honors, and his law degree, from XXXXXXXXXXXX. XXXXXXXX has also worked as an information technology analyst and manager while attending law school, thus bringing both legal and IT experience to the advisory board. Currently, his law practice is focused on internet, e-commerce, and computer law. XXXXXXXX is also the founder and moderator of XXXXXXXXXXXXXXX that focuses on legal issues related to the internet. XXXXXXXX has also served as a volunteer attorney for XXXXXXXX XXXXXXXX, earning a Distinguished Service award from that organization in XXXX.

In addition to his legal practice, XXXXX is also the author of several articles on computer law, and a book XXXXXXXXXXXXXXX that is widely used by Fortune 500 companies, government agencies, and law libraries.

Mr. Imparl is a member of the XXXXXXXXXXXXXXX, the XXXXX and XXXXXXXX Bar Associations, and the XXXXXXXXXXXX Club. He also founded, and serves as director of, XXXXXXXXXXXXXXX. His work on that site has been quoted on WebMD, the XXXXXXXXXXXX *Chronicle*, the XXXXXXXX *Tribune*, XXXXXXXX, and XXXXXXXX.

XXXXXXXXXXXXXXXXXX, Owner, XXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXX is a professional bookkeeper focused on working with small business owners. She also serves as a QuickBooks Pro Advisor.

XXXXXXXX, Internet Marketer, Copywriter

XXXXXXXX is a seasoned direct response copywriter with a focus on the XXXXXXXXXXXXXXX niche. His current clients market financial investment advice through online marketing promotions and direct mail campaigns, with a specialty in writing long sales letters (16-20 pages) which usually serve as a web landing page that allows web site visitors to read information about a product and purchase it at that time.

6.2 Personnel Plan

Currently, XXXXXXXXXXXXXXX's president, XXXXXXXX, serves as its only employee. The personnel plan is for XXXXXXXXXXXXXXX to continue as the sole employee until XXXX, when an administrative assistant will be hired on a part-time basis as a virtual assistant. As we grow, it may be necessary to adjust the assistant position to a full-time position in late XXXX. For XXXX, the organization will be evaluated to determine if additional staff is needed, although that is unlikely since most work will be outsourced to 1099 contractors.

Table: Personnel

<i>Personnel Plan</i>			
	FY 2009	FY 2010	FY 2011
President	\$XXXXX	\$XXXXX	\$XXXXX
Other	\$XXXXX	\$XXXXX	\$XXXXX
Total People	X	X	X
Total Payroll	\$XXXXX	\$XXXXX	\$XXXXX

7.0 Financial Plan

The following topics explain the financial plan for XXXXXXXXXXXXX.

7.1 Start-up Funding

The start-up costs for XXXXXXXXXXXXX will consist primarily of web site development, legal and consulting expenses, and office supplies and printing. It is also estimated that we will need \$XXXXXX in cash at start-up to cover expenses for the first six months of operation. XXXXXX will invest \$XXXXXX in cash to the start-up; the company will secure an SBA 7(a) loan in the amount of \$XXXXXX to be paid back on a 7-year amortization.

The following table shows the start-up costs and funding arrangements.

Table: Start-up Funding

<i>Start-up Funding</i>	
Start-up Expenses to Fund	\$XXXXXX
Start-up Assets to Fund	\$XXXXXX
Total Funding Required	\$XXXXXX
Assets	\$XXXXXX
Non-cash Assets from Start-up	\$XXXXXX
Cash Requirements from Start-up	\$XXXXXX
Additional Cash Raised	\$XXXXXX
Cash Balance on Starting Date	\$XXXXXX
Total Assets	\$XXXXXX
Liabilities and Capital	\$XXXXXX
Liabilities	\$XXXXXX
Current Borrowing	\$XXXXXX
Long-term Liabilities	\$XXXXXX
Accounts Payable (Outstanding Bills)	\$XXXXXX
Other Current Liabilities (interest-free)	\$XXXXXX
Total Liabilities	\$XXXXXX
Capital	\$XXXXXX
Planned Investment	\$XXXXXX
Owner	\$XXXXXX
Investor	\$XXXXXX
Additional Investment Requirement	\$XXXXXX
Total Planned Investment	\$XXXXXX
Loss at Start-up (Start-up Expenses)	(\$XXXXX)
Total Capital	(\$XXXXX)

Total Capital and Liabilities	\$XXXXX
Total Funding	\$XXXXX

7.2 Break-even Analysis

Total monthly fixed costs will be \$XXXX. Since XXXXXXXXXXXXX does not manufacture their products for sale, all costs of sales are budgeted in other categories as appropriate, such as marketing and promotion, merchant fees, consulting services, etc. Monthly revenue of \$XXXXX is necessary to break even, which is attainable based on the sales projections.

Table: Break-even Analysis

<i>Break-even Analysis</i>	
Monthly Revenue Break-even	\$XXXX
Assumptions:	
Average Percent Variable Cost	X%
Estimated Monthly Fixed Cost	\$XXXXX

[Break Even analysis chart removed to protect client confidentiality]

7.3 Projected Profit and Loss

Based on realistic sales projections and budget analysis, XXXXXXXXXXXXX will achieve profitability by XXXX, realizing almost \$XXXX in profit that year. Profits for XXXX are expected to increase to \$XXXXX due to revenue growth from additional products offered and the launch of the third planned website.

Table: Profit and Loss

<i>Pro Forma Profit and Loss</i>			
	FY 2009	FY 2010	FY 2011
Sales	\$XXXXX	\$XXXXX	\$XXXXX
Expenses			
Payroll	\$XXXXX	\$XXXXX	\$XXXXX
Marketing/Promotion	\$XXXXX	\$XXXXX	\$XXXXX
Depreciation	\$XXXXX	\$XXXXX	\$XXXXX
Legal Fees	\$XXXXX	\$XXXXX	\$XXXXX
Bank & Merchant Fees	\$XXXXX	\$XXXXX	\$XXXXX
Insurance	\$XXXXX	\$XXXXX	\$XXXXX
Payroll Taxes	\$XXXXX	\$XXXXX	\$XXXXX
Charitable Contributions	\$XXXXX	\$XXXXX	\$XXXXX
Education	\$XXXXX	\$XXXXX	\$XXXXX
Office Supplies	\$XXXXX	\$XXXXX	\$XXXXX
Outside Services	\$XXXXX	\$XXXXX	\$XXXXX
Printing & Reproduction	\$XXXXX	\$XXXXX	\$XXXXX
Postage & Delivery	\$XXXXX	\$XXXXX	\$XXXXX
Accounting Fees	\$XXXXX	\$XXXXX	\$XXXXX
Professional Fees (Consulting)	\$XXXXX	\$XXXXX	\$XXXXX
Telephone	\$XXXXX	\$XXXXX	\$XXXXX
Autoresponder Service	\$XXXXX	\$XXXXX	\$XXXXX
Travel	\$XXXXX	\$XXXXX	\$XXXXX
Web Hosting	\$XXXXX	\$XXXXX	\$XXXXX
Total Operating Expenses	\$XXXXX	\$XXXXX	\$XXXXX
	\$XXXXX	\$XXXXX	\$XXXXX
Profit Before Interest and Taxes	\$XXXXX	\$XXXXX	\$XXXXX
EBITDA	\$XXXXX	\$XXXXX	\$XXXXX
Interest Expense	\$XXXXX	\$XXXXX	\$XXXXX
Taxes Incurred	\$XXXXX	\$XXXXX	\$XXXXX
	\$XXXXX	\$XXXXX	\$XXXXX
Net Profit	\$XXXXX	\$XXXXX	\$XXXXX
Net Profit/Sales	X.XX%	X.XX%	X.XX%

[Monthly profit chart removed to protect client confidentiality]

[Yearly profit chart removed to protect client confidentiality]

7.4 Projected Cash Flow

Cash flow is predicted to decline through XXXX, based on the reasonable assumption of XX day credit collections (commission payments from affiliate marketers). We have calculated our financial plan so that it will have enough cash from investors and loans to survive until a positive cash flow is realized in XXXX.

Table: Cash Flow

<i>Pro Forma Cash Flow</i>			
	FY 2009	FY 2010	FY 2011
Cash Received			
Cash from Operations			
Cash Sales	\$XXXX	\$XXXX	\$XXXX
Cash from Receivables	\$XXXX	\$XXXX	\$XXXX
Subtotal Cash from Operations	\$XXXX	\$XXXX	\$XXXX
Additional Cash Received			
Sales Tax Received	\$XXXX	\$XXXX	\$XXXX
New Current Borrowing	\$XXXX	\$XXXX	\$XXXX
New Other Liabilities (interest-free)	\$XXXX	\$XXXX	\$XXXX
New Long-term Liabilities	\$XXXX	\$XXXX	\$XXXX
Sales of Other Current Assets	\$XXXX	\$XXXX	\$XXXX
Sales of Long-term Assets	\$XXXX	\$XXXX	\$XXXX
New Investment Received	\$XXXX	\$XXXX	\$XXXX
Subtotal Cash Received	\$XXXX	\$XXXX	\$XXXX
Expenditures	FY 2009	FY 2010	FY 2011
Expenditures from Operations			
Cash Spending	\$XXXX	\$XXXX	\$XXXX
Bill Payments	\$XXXX	\$XXXX	\$XXXX
Subtotal Spent on Operations	\$XXXX	\$XXXX	\$XXXX
Additional Cash Spent	\$XXXX	\$XXXX	\$XXXX
Sales Tax Paid Out	\$XXXX	\$XXXX	\$XXXX
Principal Repayment of Current Borrowing	\$XXXX	\$XXXX	\$XXXX
Other Liabilities Principal Repayment	\$XXXX	\$XXXX	\$XXXX
Long-term Liabilities Principal Repayment	\$XXXX	\$XXXX	\$XXXX
Purchase Other Current Assets	\$XXXX	\$XXXX	\$XXXX
Purchase Long-term Assets	\$XXXX	\$XXXX	\$XXXX
Dividends	\$XXXX	\$XXXX	\$XXXX
Subtotal Cash Spent	\$XXXX	\$XXXX	\$XXXX
Net Cash Flow	\$XXXX	\$XXXX	\$XXXX
Cash Balance	\$XXXX	\$XXXX	\$XXXX

[Cash flow graph removed to protect client confidentiality]

7.5 Projected Balance Sheet

The table below summarizes the balance sheet for XXXXXXXXXXXX. This table reflects an initial loss in XXXX, the first full year of operations, with dramatic growth in net worth in XXXX and XXXX.

Table: Balance Sheet

<i>Pro Forma Balance Sheet</i>			
	FY 2009	FY 2010	FY 2011
Assets			
Current Assets			
Cash	\$XXXX	\$XXXX	\$XXXX
Accounts Receivable	\$XXXX	\$XXXX	\$XXXX
Other Current Assets	\$XXXX	\$XXXX	\$XXXX
Total Current Assets	\$XXXX	\$XXXX	\$XXXX
Long-term Assets			
Long-term Assets	\$XXXX	\$XXXX	\$XXXX
Accumulated Depreciation	\$XXXX	\$XXXX	\$XXXX
Total Long-term Assets	\$XXXX	\$XXXX	\$XXXX
Total Assets	\$XXXX	\$XXXX	\$XXXX
Liabilities and Capital			
Current Liabilities			
Accounts Payable	\$XXXX	\$XXXX	\$XXXX
Current Borrowing	\$XXXX	\$XXXX	\$XXXX
Other Current Liabilities	\$XXXX	\$XXXX	\$XXXX
Subtotal Current Liabilities	\$XXXX	\$XXXX	\$XXXX
Long-term Liabilities			
Total Liabilities	\$XXXX	\$XXXX	\$XXXX
Capital			
Paid-in Capital	\$XXXX	\$XXXX	\$XXXX
Retained Earnings	\$XXXX	\$XXXX	\$XXXX
Earnings	\$XXXX	\$XXXX	\$XXXX
Total Capital	\$XXXX	\$XXXX	\$XXXX
Total Liabilities and Capital	\$XXXX	\$XXXX	\$XXXX
Net Worth	\$XXXX	\$XXXX	\$XXXX

7.6 Business Ratios

The table below presents common business ratios as a reference.

Table: Ratios

<i>Ratio Analysis</i>	FY 2009	FY 2010	FY 2011
Sales Growth	X.XX%	X.XX%	X.XX%
Percent of Total Assets			
Accounts Receivable	X.XX%	X.XX%	X.XX%
Other Current Assets	X.XX%	X.XX%	X.XX%
Total Current Assets	X.XX%	X.XX%	X.XX%
Long-term Assets	X.XX%	X.XX%	X.XX%
Total Assets	X.XX%	X.XX%	X.XX%
Current Liabilities	X.XX%	X.XX%	X.XX%
Long-term Liabilities	X.XX%	X.XX%	X.XX%
Total Liabilities	X.XX%	X.XX%	X.XX%
Net Worth	X.XX%	X.XX%	X.XX%
Percent of Sales	X.XX%	X.XX%	X.XX%
Sales	X.XX%	X.XX%	X.XX%
Gross Margin	X.XX%	X.XX%	X.XX%
Selling, General & Administrative Expenses	X.XX%	X.XX%	X.XX%
Advertising Expenses	X.XX%	X.XX%	X.XX%
Profit Before Interest and Taxes	X.XX%	X.XX%	X.XX%
Main Ratios			
Current	X.XX	X.XX	X.XX
Quick	X.XX	X.XX	X.XX
Total Debt to Total Assets	X.XX%	X.XX%	X.XX%
Pre-tax Return on Net Worth	X.XX%	X.XX%	X.XX%
Pre-tax Return on Assets	X.XX%	X.XX%	X.XX%
Additional Ratios	FY 2009	FY 2010	FY 2011
Net Profit Margin	X.XX%	X.XX%	X.XX%
Return on Equity	X.XX%	X.XX%	X.XX%
Activity Ratios			
Accounts Receivable Turnover	X.XX	X.XX	X.XX
Collection Days	XX	XX	XX
Accounts Payable Turnover	X.XX	X.XX	X.XX
Payment Days	XX	XX	XX
Total Asset Turnover	X.XX	X.XX	X.XX
Debt Ratios			
Debt to Net Worth	X.XX	X.XX	X.XX
Current Liab. to Liab.	X.XX	X.XX	X.XX
Liquidity Ratios			
Net Working Capital	\$XXXX	\$XXXX	\$XXXX
Interest Coverage	X.XX	X.XX	X.XX
Additional Ratios			
Assets to Sales	X.XX	X.XX	X.XX
Current Debt/Total Assets	XX%	XX%	XX%
Acid Test	X.XX	X.XX	X.XX
Sales/Net Worth	X.XX	X.XX	X.XX

Appendix

Table: Sales Forecast

<i>Sales Forecast</i>	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Sales												
The XXXXXXXXXXXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Commissions												
Shop Nutri Health Commissions	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Teleseminar Sales	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Online Course	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Total Sales	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX

Appendix

Table: Personnel

<i>Personnel Plan</i>	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
President	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Other	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Total People	X	X	X	X	X	X	X	X	X	X	X	X
Total Payroll	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX

Appendix

Table: Profit and Loss

<i>Pro Forma Profit and Loss</i>	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Sales	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Expenses	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Payroll	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Marketing/Promotion	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Depreciation	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Legal Fees	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Bank & Merchant Fees	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Insurance	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Payroll Taxes	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Charitable Contributions	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Education	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Office Supplies	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Outside Services	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Printing & Reproduction	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Postage & Delivery	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Accounting Fees	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Professional Fees (Consulting)	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Telephone	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Autoresponder Service	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Travel	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Web Hosting	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Total Operating Expenses	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Profit Before Interest and Taxes	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
EBITDA	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Interest Expense	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Taxes Incurred	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Net Profit	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Net Profit/Sales	X.XX%	X.XX%	X.XX%	X.XX%	X.XX%	X.XX%	X.XX%	X.XX%	X.XX%	X.XX%	X.XX%	X.XX%

Appendix

Table: Cash Flow

<i>Pro Forma Cash Flow</i>	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Cash Received												
Cash from Operations												
Cash Sales	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Cash from Receivables	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Subtotal Cash from Operations	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Additional Cash Received	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Sales Tax Received	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
New Current Borrowing	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
New Other Liabilities (interest-free)	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
New Long-term Liabilities	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Sales of Other Current Assets	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Sales of Long-term Assets	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
New Investment Received	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Subtotal Cash Received	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Expenditures	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Expenditures from Operations												
Cash Spending	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Bill Payments	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Subtotal Spent on Operations	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Additional Cash Spent	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Sales Tax Paid Out	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Principal Repayment of Current Borrowing	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Other Liabilities Principal Repayment	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Long-term Liabilities Principal Repayment	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Purchase Other Current Assets	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Purchase Long-term Assets	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Dividends	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Subtotal Cash Spent	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Net Cash Flow	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Cash Balance	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX

Appendix

Table: Balance Sheet

<i>Pro Forma Balance Sheet</i>													
		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Assets	Starting Balances												
Current Assets													
Cash	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Accounts Receivable	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Other Current Assets	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Total Current Assets	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Long-term Assets	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Long-term Assets	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Accumulated Depreciation	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Total Long-term Assets	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Total Assets	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Liabilities and Capital		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Current Liabilities													
Accounts Payable	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Current Borrowing	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Other Current Liabilities	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Subtotal Current Liabilities	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Long-term Liabilities	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Total Liabilities	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Paid-in Capital	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Retained Earnings	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Earnings	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Total Capital	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Total Liabilities and Capital	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX
Net Worth	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX	\$XXXX