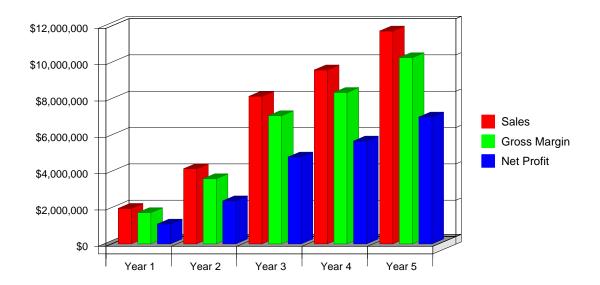
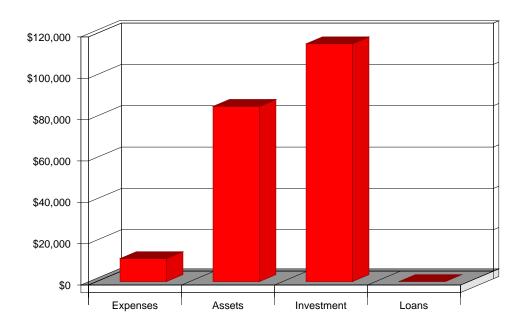
# Highlights



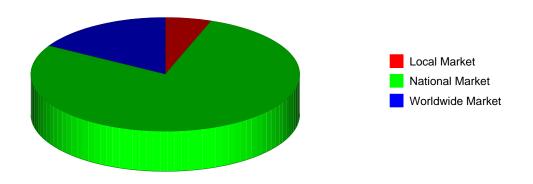
Start-up	
Requirements	
Start-up Expenses	
Legal	\$2,500
Web Site	\$2,000
Insurance	\$105
Rent	\$1,000
Computer	\$3,500
Other	\$2,000
Total Start-up Expenses	\$11,105
Start-up Assets	
Cash Required	\$84,750
Other Current Assets	\$0
Long-term Assets	\$0
Total Assets	\$84,750
Total Requirements	\$95,855

## Start-up



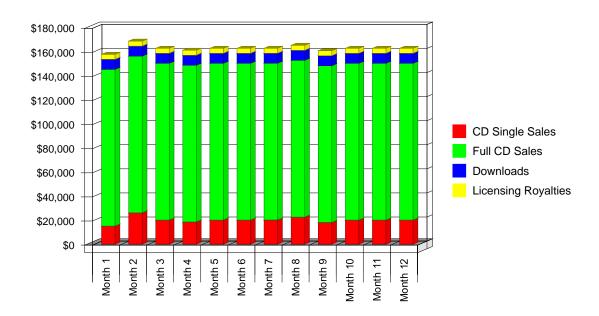
Market Analysis							
		Year 1	Year 2	Year 3	Year 4	Year 5	
Potential Customers	Growth						CAGR
Local Market	25%	250,000	312,500	390,625	488,281	610,351	25.00%
National Market	10%	3,500,000	3,850,000	4,235,000	4,658,500	5,124,350	10.00%
Worldwide Market	6%	750,000	795,000	842,700	893,262	946,858	6.00%
Total	10.39%	4,500,000	4,957,500	5,468,325	6,040,043	6,681,559	10.39%

# Market Analysis (Pie)

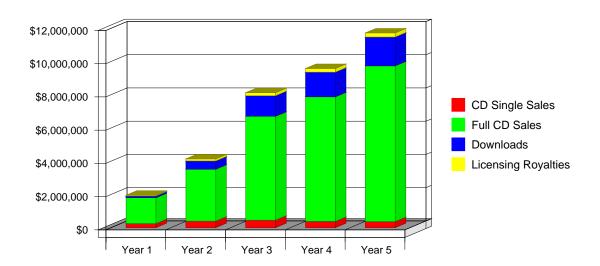


Sales Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Unit Sales					
CD Single Sales	40,000	65,000	75,000	62,000	60,000
Full CD Sales	125,000	250,000	500,000	600,000	750,000
Downloads	100,000	500,000	1,250,000	1,500,000	1,750,000
Licensing Royalties	40	100	150	175	200
Total Unit Sales	265,040	815,100	1,825,150	2,162,175	2,560,200
Unit Prices	Year 1	Year 2	Year 3	Year 4	Year 5
CD Single Sales	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99
Full CD Sales	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50
Downloads	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99
Licensing Royalties	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00
Sales					
CD Single Sales	\$239,598	\$389,350	\$449,250	\$371,380	\$359,400
Full CD Sales	\$1,562,504	\$3,125,000	\$6,250,000	\$7,500,000	\$9,375,000
Downloads	\$99,000	\$495,000	\$1,237,500	\$1,485,000	\$1,732,500
Licensing Royalties	\$49,996	\$125,000	\$187,500	\$218,750	\$250,000
Total Sales	\$1,951,098	\$4,134,350	\$8,124,250	\$9,575,130	\$11,716,900
Direct Unit Costs	Year 1	Year 2	Year 3	Year 4	Year 5
CD Single Sales	\$0.96	\$0.96	\$0.96	\$0.96	\$0.96
Full CD Sales	\$0.88	\$0.88	\$0.88	\$0.88	\$0.88
Downloads	\$0.39	\$0.39	\$0.39	\$0.39	\$0.39
Licensing Royalties	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Direct Cost of Sales					
CD Single Sales	\$38,336	\$62,296	\$71,880	\$59,421	\$57,504
Full CD Sales	\$109,375	\$218,750	\$437,500	\$525,000	\$656,250
Downloads	\$38,610	\$193,050	\$482,625	\$579,150	\$675,675
Licensing Royalties	\$0	\$0	\$0	\$0	\$0
Subtotal Direct Cost of Sales	\$186,321	\$474,096	\$992,005	\$1,163,571	\$1,389,429

## **Sales Monthly**



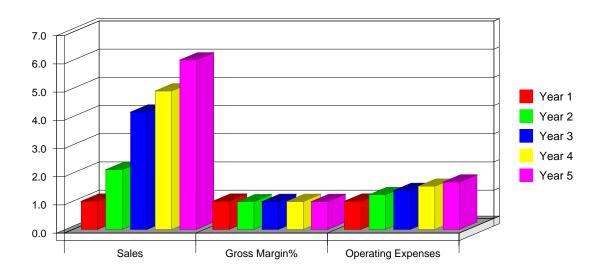
### Sales by Year



Personnel Plan					
	Year 1	Year 2	Year 3	Year 4	Year 5
David Ruth/Owner	\$15,000	\$25,000	\$35,000	\$45,000	\$55,000
Lisa Ruth/Owner	\$15,000	\$25,000	\$35,000	\$45,000	\$55,000
Marketing Manager	\$25,000	\$30,000	\$30,000	\$30,000	\$30,000
Sales Manager	\$25,000	\$30,000	\$30,000	\$30,000	\$30,000
Total People	4	4	4	4	4
Total Payroll	\$79,999	\$110,000	\$130,000	\$150,000	\$170,000

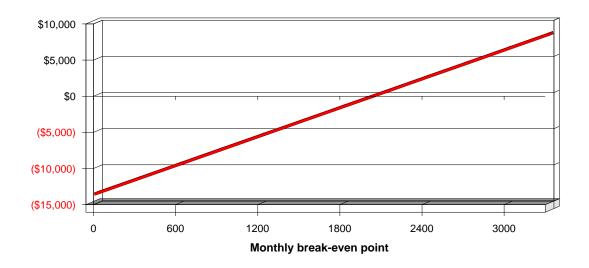
Start-up Funding	
Start-up Expenses to Fund Start-up Assets to Fund Total Funding Required	\$11,105 \$84,750 \$95,855
Assets Non-cash Assets from Start-up Cash Requirements from Start-up Additional Cash Raised Cash Balance on Starting Date Total Assets	\$0 \$84,750 \$19,145 \$103,895 \$103,895
Liabilities and Capital	
Liabilities Current Borrowing Long-term Liabilities Other Current Liabilities (interest-free) Total Liabilities	\$0 \$0 \$0 \$0 \$0
Capital	
Planned Investment Owner Investor Additional Investment Requirement Total Planned Investment	\$20,000 \$95,000 \$0 \$115,000
Loss at Start-up (Start-up Expenses) Total Capital	(\$11,105) \$103,895
Total Capital and Liabilities	\$103,895
Total Funding	\$115,000

#### **Benchmarks**



Break-even Analysis	
Monthly Units Break-even	2,046
Monthly Revenue Break-even	\$15,063
Assumptions:	
Average Per-Unit Revenue	\$7.36
Average Per-Unit Variable Cost	\$0.70
Estimated Monthly Fixed Cost	\$13,625

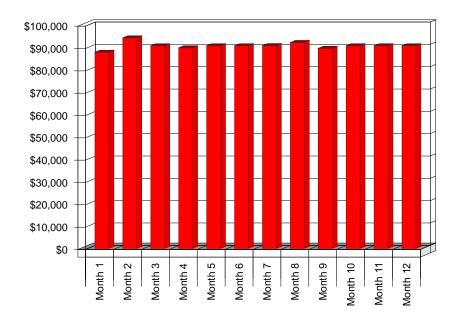
## **Break-even Analysis**



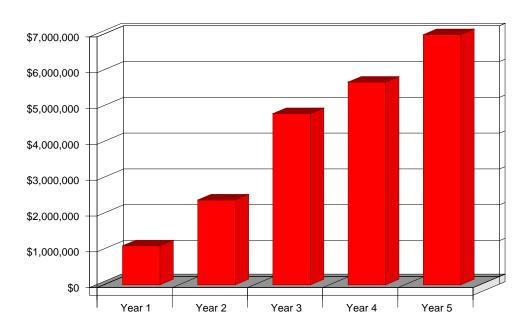
Break-even point = where line intersects with 0

Pro Forma Profit and Loss					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	\$1,951,098	\$4,134,350	\$8,124,250	\$9,575,130	\$11,716,900
Direct Costs of Goods	\$186,321	\$474,096	\$992,005	\$1,163,571	\$1,389,429
Other Costs of Goods	\$45,000	\$75,000	\$75,000	\$75,000	\$75,000
Cost of Goods Sold	\$231,321	\$549,096	\$1,067,005	\$1,238,571	\$1,464,429
Gross Margin	\$1,719,777	\$3,585,254	\$7,057,245	\$8,336,559	\$10,252,471
Gross Margin %	88.14%	86.72%	86.87%	87.06%	87.50%
Expenses					
Payroll	\$79.999	\$110.000	\$130.000	\$150,000	\$170.000
Marketing/Promotion	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Depreciation	\$0	\$0	\$0	\$0	\$0
Rent	\$5.000	\$6.000	\$6.000	\$6.000	\$6,000
Utilities	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Insurance	\$2,000	\$3,500	\$4,500	\$4,500	\$4,500
Payroll Taxes	\$12,000	\$16,500	\$19,500	\$22,500	\$25,500
Other	\$1,500	\$2,000	\$3,000	\$4,000	\$5,000
<b>Total Operating Expenses</b>	\$163,500	\$201,000	\$226,000	\$250,000	\$274,000
Profit Before Interest and Taxes	\$1,556,277	\$3,384,254	\$6,831,245	\$8,086,559	\$9,978,471
EBITDA	\$1,556,277	\$3,384,254	\$6,831,245	\$8,086,559	\$9,978,471
Interest Expense	\$0	\$0	\$0	\$0	\$0
Taxes Incurred	\$466,883	\$1,015,276	\$2,049,374	\$2,425,968	\$2,993,541
Net Profit	\$1,089,394	\$2,368,978	\$4,781,872	\$5,660,591	\$6,984,930
Net Profit/Sales	55.83%	57.30%	58.86%	59.12%	59.61%

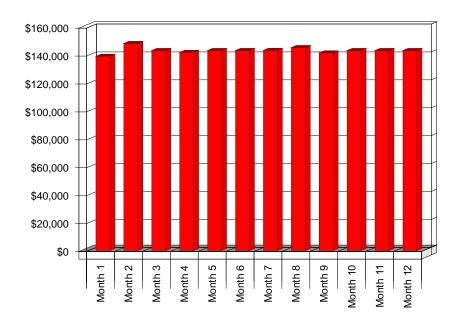
#### **Profit Monthly**



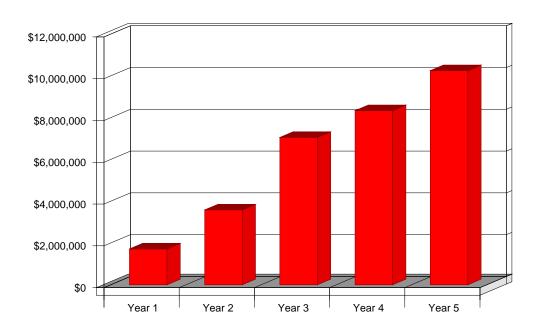
## **Profit Yearly**



## **Gross Margin Monthly**

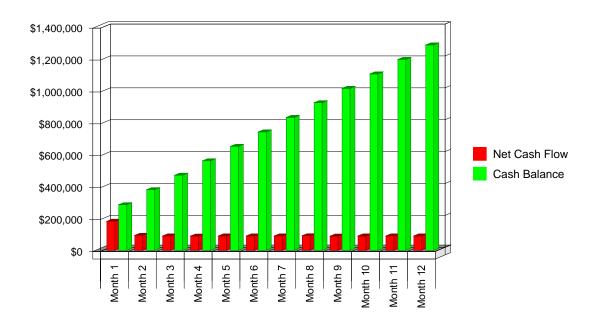


## **Gross Margin Yearly**



Pro Forma Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Cash from Operations					
Cash Sales	\$1,951,098	\$4,134,350	\$8,124,250	\$9,575,130	\$11,716,900
Subtotal Cash from Operations	\$1,951,098	\$4,134,350	\$8,124,250	\$9,575,130	\$11,716,900
Additional Cash Received					
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0	\$0	\$(
New Other Liabilities (interest-free)	\$0	\$0	\$0	\$0	\$(
New Long-term Liabilities	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0	\$0	\$0
New Investment Received	\$95,000	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$2,046,098	\$4,134,350	\$8,124,250	\$9,575,130	\$11,716,900
Expenditures	Year 1	Year 2	Year 3	Year 4	Year s
Expenditures from Operations					
Cash Spending	\$861,704	\$1,765,372	\$3,342,379	\$3,914,539	\$4,731,970
Subtotal Spent on Operations	\$861,704	\$1,765,372	\$3,342,379	\$3,914,539	\$4,731,970
Additional Cash Spent					
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0	\$0	\$0
Principal Repayment of Current	\$0	\$0	\$0	\$0	\$(
Borrowing					
Other Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities Principal	\$0	\$0	\$0	\$0	\$0
Repayment					
Purchase Other Current Assets	\$0	\$0	\$0	\$0	\$(
Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$(
Dividends	\$0	\$0	\$0	\$0	\$(
Subtotal Cash Spent	\$861,704	\$1,765,372	\$3,342,379	\$3,914,539	\$4,731,97
Net Cash Flow	\$1,184,394	\$2,368,978	\$4,781,872	\$5,660,591	\$6,984,930
Cash Balance	\$1,288,289	\$3,657,267	\$8,439,138	\$14,099,730	\$21,084,659

## Cash



Pro Forma Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	\$1,288,289	\$3,657,267	\$8,439,138	\$14,099,730	\$21,084,659
Other Current Assets	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$1,288,289	\$3,657,267	\$8,439,138	\$14,099,730	\$21,084,659
Long-term Assets					
Long-term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
Total Long-term Assets	\$0	\$0	\$0	\$0	\$0
Total Assets	\$1,288,289	\$3,657,267	\$8,439,138	\$14,099,730	\$21,084,659
Liabilities and Capital	Year 1	Year 2	Year 3	Year 4	Year 5
Current Liabilities					
Current Borrowing	\$0	\$0	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0
Subtotal Current Liabilities	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0	\$0	\$0
Paid-in Capital	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000
Retained Earnings	(\$11,105)	\$1,078,289	\$3,447,267	\$8,229,138	\$13,889,730
Earnings	\$1,089,394	\$2,368,978	\$4,781,872	\$5,660,591	\$6,984,930
Total Capital	\$1,288,289	\$3,657,267	\$8,439,138	\$14,099,730	\$21,084,659
Total Liabilities and Capital	\$1,288,289	\$3,657,267	\$8,439,138	\$14,099,730	\$21,084,659
Net Worth	\$1,288,289	\$3,657,267	\$8,439,138	\$14,099,730	\$21,084,659

Ratio Analysis						
	Year 1	Year 2	Year 3	Year 4	Year 5	Industry Profile
Sales Growth	0.00%	111.90%	96.51%	17.86%	22.37%	10.71%
Percent of Total Assets						
Other Current Assets	0.00%	0.00%	0.00%	0.00%	0.00%	49.36%
Total Current Assets	100.00%	100.00%	100.00%	100.00%	100.00%	77.99%
Long-term Assets	0.00%	0.00%	0.00%	0.00%	0.00%	22.01%
Total Assets	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Current Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	37.93%
Long-term Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	15.63%
Total Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	53.56%
Net Worth	100.00%	100.00%	100.00%	100.00%	100.00%	46.44%
Percent of Sales						
Sales	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Gross Margin	88.14%	86.72%	86.87%	87.06%	87.50%	100.00%
Selling, General & Administrative Expenses	32.31%	29.42%	28.01%	27.95%	27.89%	66.84%
Advertising Expenses	0.00%	0.00%	0.00%	0.00%	0.00%	3.02%
Profit Before Interest and Taxes	79.76%	81.86%	84.08%	84.45%	85.16%	2.69%
Main Ratios						
Current	0.00	0.00	0.00	0.00	0.00	1.48
Quick	0.00	0.00	0.00	0.00	0.00	1.18
Total Debt to Total Assets	0.00%	0.00%	0.00%	0.00%	0.00%	60.81%
Pre-tax Return on Net Worth	120.80%	92.54%	80.95%	57.35%	47.33%	5.62%
Pre-tax Return on Assets	120.80%	92.54%	80.95%	57.35%	47.33%	14.34%
Additional Ratios	Year 1	Year 2	Year 3	Year 4	Year 5	
Net Profit Margin	55.83%	57.30%	58.86%	59.12%	59.61%	n.a
Return on Equity	84.56%	64.77%	56.66%	40.15%	33.13%	n.a
Activity Ratios						
Accounts Payable Turnover	12.41	12.17	12.17	12.17	12.17	n.a
Total Asset Turnover	1.51	1.13	0.96	0.68	0.56	n.a
Debt Ratios						
Debt to Net Worth	0.00	0.00	0.00	0.00	0.00	n.a
Current Liab. to Liab.	0.00	0.00	0.00	0.00	0.00	n.a
Liquidity Ratios						
Net Working Capital	\$1,288,289	\$3,657,267	\$8,439,138	\$14,099,730	\$21,084,659	n.a
Interest Coverage	0.00	0.00	0.00	0.00	0.00	n.a
Additional Ratios				=		
Assets to Sales	0.66	0.88	1.04	1.47	1.80	n.a
Current Debt/Total Assets	0%	0%	0%	0%	0%	n.a
Acid Test	0.00	0.00	0.00	0.00	0.00	n.a
Sales/Net Worth	1.51	1.13	0.96	0.68	0.56	n.a
Dividend Payout	0.00	0.00	0.00	0.00	0.00	n.a

Investment Offering				
	Seed	Round 1	Round 2	Exit
Proposed Year:	1	2	3	5
Valuation, Investment, Shares				
Investment Amount	\$95,000	\$0	\$0	
Equity Share Offering Percentage	10.00%	0.00%	0.00%	
Valuation	\$950,000	\$0	\$0	\$1,258,000
Investor Exit Payout	\$125,800	\$0	\$0	
Investor Years Until Exit	4	3	2	
Investor IRR	7.27%	0.00%	0.00%	
Share Ownership	Year 1	Year 2	Year 3	Year 5
Founders' Shares	900,000	900,000	900,000	900,000
Stock Split Multiple		0	0	0
Stock Options Issued	0	0	0	0
Investor Shares Issued	100,000	0	0	
Price per share	\$0.95	\$0.00	\$0.00	\$1.26
Options Holders' Shares	0	0	0	0
Year 1 Investors' Shares	100,000	100,000	100,000	100,000
Year 2 Investors' Shares		0	0	0
Year 3 Investors' Shares			0	0
Total Shares Outstanding	1,000,000	1,000,000	1,000,000	1,000,000
Equity Ownership Percentage	Year 1	Year 2	Year 3	Year 5
Founders' Equity	90.00%	90.00%	90.00%	90.00%
Option Holders' Equity	0.00%	0.00%	0.00%	0.00%
Year 1 Investors' Equity	10.00%	10.00%	10.00%	10.00%
Year 2 Investors' Equity		0.00%	0.00%	0.00%
Year 3 Investors' Equity			0.00%	0.00%
Total Equity	100.00%	100.00%	100.00%	100.00%
Investors' Équity	10.00%	10.00%	10.00%	10.00%
Founders' & Employees' Equity	90.00%	90.00%	90.00%	90.00%

Unit Prices   CD Single   States   CD Single   CD Si													_	Sales Forecast
CD Single Sales   0%   2,500   4,333   3,333   3,072   3,333   3,334   3,345   3,750   3,000   3,333   3,333   3,335   Sales   0%   10,417   10,4	Month 12	Month 11	Month 10	Month 9	Month 8	Month 7	Month 6	Month 5	Month 4	Month 3	Month 2	Month 1		
Sales   Pull CD Sales   0%   10,417														
Full CD Sales   O%   10,417	3,333	3,333	3,333	3,000	3,750	3,345	3,333	3,333	3,072	3,333	4,333	2,500	0%	•
Downloads   Clicensing   Clic														
Classing Royalties   Classin	10,417		- /	- /					- /	- /				
Royalties   Column	8,333				,	,	,			,		,		
Tofal Unit Sales	3	3	3	3	3	3	3	3	3	3	3	3	0%	•
CD Single Sales														•
Unit Prices CD Single S5.99 \$5	22,087	22,087	22,087	21,753	22,503	22,098	22,087	22,087	21,825	22,086	23,086	21,253		
CD Single Sales														Sales
Sales Full CD Sales Downloads Downloads         \$12.50 <t< td=""><td>Month 12</td><td>Month 11</td><td>Month 10</td><td>Month 9</td><td>Month 8</td><td>Month 7</td><td>Month 6</td><td>Month 5</td><td>Month 4</td><td>Month 3</td><td>Month 2</td><td>Month 1</td><td></td><td>Unit Prices</td></t<>	Month 12	Month 11	Month 10	Month 9	Month 8	Month 7	Month 6	Month 5	Month 4	Month 3	Month 2	Month 1		Unit Prices
Full CD Sales Downloads \$1.2.50 \$12.5	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99		CD Single
Downloads   Substitution   Substit		·	·	·	·	·	·	·	·					Sales
Licensing Royalties         \$1,250.00	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50		Full CD Sales
Sales   Sale	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99		Downloads
Sales   Sale	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00		Licensing
CD Single Sales         \$14,975         \$25,955         \$19,965         \$18,401         \$19,967         \$19,967         \$20,037         \$22,463         \$17,970         \$19,967         \$19,967           Sales         Full CD Sales         \$130,213         \$130,208         \$14,	. ,	. ,			• •	, ,	. ,		, ,	, ,	, ,			Royalties
CD Single Sales         \$14,975         \$25,955         \$19,965         \$18,401         \$19,967         \$19,967         \$20,037         \$22,463         \$17,970         \$19,967         \$19,967           Sales         Full CD Sales         \$130,213         \$130,208         \$14,														Sales
Sales         Full CD Sales         \$130,213         \$130,208         \$14,167         \$14,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167         \$4,167 <th< td=""><td>\$19,967</td><td>\$19 967</td><td>\$19 967</td><td>\$17 970</td><td>\$22.463</td><td>\$20.037</td><td>\$19.967</td><td>\$19 967</td><td>\$18.401</td><td>\$19.965</td><td>\$25,955</td><td>\$14 975</td><td></td><td></td></th<>	\$19,967	\$19 967	\$19 967	\$17 970	\$22.463	\$20.037	\$19.967	\$19 967	\$18.401	\$19.965	\$25,955	\$14 975		
Full CD Sales         \$130,213         \$130,208         \$14,167         \$4,167	ψ10,007	ψ10,007	ψ10,007	ψ17,570	Ψ22,400	Ψ20,007	ψ10,007	ψ10,007	φ10,401	ψ10,000	Ψ20,000	Ψ14,570		•
Downloads   \$8,250	\$130,208	\$130.208	\$130.208	\$130.208	\$130.208	\$130.208	\$130.208	\$130.208	\$130,208	\$130,208	\$130.208	\$130 213		
Licensing Royalties Total Sales         \$4,163         \$4,167	\$8,250	+,		+,	,						+,			
Royalties Total Sales         \$157,600         \$168,580         \$162,590         \$161,026         \$162,592         \$162,592         \$162,662         \$165,088         \$160,595         \$162,592         \$162,592           Direct Unit Costs         Month 1         Month 2         Month 3         Month 4         Month 5         Month 6         Month 7         Month 8         Month 9         Month 10         Month 11           CD Single Sales Full CD Sales Downloads         7,00%         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.30         \$0.00         \$0.	\$4,167				. ,					. ,	. ,			
Total Sales         \$157,600         \$168,580         \$162,590         \$161,026         \$162,592         \$162,592         \$162,662         \$165,088         \$160,595         \$162,592         \$162,592           Direct Unit Costs         Month 1         Month 2         Month 3         Month 4         Month 5         Month 6         Month 7         Month 8         Month 9         Month 10         Month 11           CD Single Sales         16.00%         \$0.96	ψ4,107	ψ+,107	Ψ+,107	Ψ+,107	Ψ-1,107	Ψ-1,107	Ψ+,107	Ψ-1,107	Ψ-1,107	Ψ-1,107	Ψ-1,107	Ψ-1,100		•
Direct Unit Costs         Month 1         Month 2         Month 3         Month 4         Month 5         Month 6         Month 7         Month 8         Month 9         Month 10         Month 11           Costs CD Single Sales         16.00%         \$0.96	\$162,592	\$162 592	\$162 592	\$160 595	\$165.088	\$162 662	\$162 592	\$162 592	\$161 026	\$162 590	\$168 580	\$157 600		•
Costs         CD Single         16.00%         \$0.96         \$0.98         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88	Ψ102,002	Ψ102,002	Ψ102,002	Ψ100,000	ψ100,000	Ψ102,002	Ψ102,002	Ψ102,002	Ψ101,020	Ψ102,000	Ψ100,000	φ101,000		Total Galos
CD Single Sales         16.00%         \$0.96         \$0.98         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.88         \$0.39         \$0.39	Month 12	Month 11	Month 10	Month 9	Month 8	Month 7	Month 6	Month 5	Month 4	Month 3	Month 2	Month 1		
Sales         Full CD Sales         7.00%         \$0.88         \$0.89         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.00														
Full CD Sales         7.00%         \$0.88         \$0.89         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.39         \$0.00	\$0.96	\$0.96	\$0.96	\$0.96	\$0.96	\$0.96	\$0.96	\$0.96	\$0.96	\$0.96	\$0.96	\$0.96	16.00%	
Downloads         39.00%         \$0.39         \$0.00														
Licensing 0.00% \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	\$0.88													
	\$0.39													
Povaltice	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%	
noyallies														Royalties
Direct Cost of														Direct Cost of
Sales														Sales
<b>CD Single</b> \$2,396 \$4,153 \$3,194 \$2,944 \$3,195 \$3,195 \$3,206 \$3,594 \$2,875 \$3,195 \$3,195	\$3,195	\$3,195	\$3,195	\$2,875	\$3,594	\$3,206	\$3,195	\$3,195	\$2,944	\$3,194	\$4,153	\$2,396		CD Single
Sales														Sales
Full CD Sales         \$9,115         \$9,115         \$9,115         \$9,115         \$9,115         \$9,115         \$9,115         \$9,115         \$9,115         \$9,115	\$9,115	\$9,115	\$9,115	\$9,115	\$9,115	\$9,115	\$9,115	\$9,115	\$9,115	\$9,115	\$9,115	\$9,115		Full CD Sales
<b>Downloads</b> \$3,217 \$3,218 \$3,218 \$3,218 \$3,218 \$3,218 \$3,218 \$3,218 \$3,218 \$3,218	\$3,218		\$3,218	\$3,218	\$3,218	\$3,218	\$3,218	\$3,218	\$3,218	\$3,218	\$3,218			Downloads
<b>Licensing</b> \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		Licensing
Royalties														Royalties
Subtotal Direct \$14,728 \$16,485 \$15,526 \$15,276 \$15,527 \$15,527 \$15,538 \$15,926 \$15,207 \$15,527 \$15,527	\$15,527	\$15,527	\$15,527	\$15,207	\$15,926	\$15,538	\$15,527	\$15,527	\$15,276	\$15,526	\$16,485	\$14,728		Subtotal Direct
Cost of Sales	•							• •						Cost of Sales

Personnel Plan													
		Month											
		1	2	3	4	5	6	7	8	9	10	11	12
David Ruth/Owner	0%	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Lisa Ruth/Owner	0%	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Marketing Manager	0%	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083
Sales Manager	0%	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083
Total People		4	4	4	4	4	4	4	4	4	4	4	4
Total Pavroll		\$6,666	\$6.667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6.667	\$6,667	\$6,667	\$6,667	\$6,667

Pro Forma Profit and Los													
FIOTOINIA FIONT AND LOS	33	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales		\$157.600	\$168.580	\$162.590	\$161.026	\$162.592	\$162,592	\$162.662	\$165.088	\$160,595	\$162.592	\$162.592	\$162.592
Direct Costs of Goods		\$14,728	\$16.485	\$15,526	\$15,276	\$15,527	\$15.527	\$15,538	\$15.926	\$15,207	\$15.527	\$15,527	\$15,527
Other Costs of Goods		\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750
Cost of Goods Sold		\$18,478	\$20,235	\$19,276	\$19,026	\$19,277	\$19,277	\$19,288	\$19,676	\$18,957	\$19,277	\$19,277	\$19,277
Gross Margin		\$139,121	\$148,345	\$143,313	\$142,000	\$143,315	\$143,315	\$143,374	\$145,411	\$141,638	\$143,315	\$143,315	\$143,315
Gross Margin %		88.28%	88.00%	88.14%	88.18%	88.14%	88.14%	88.14%	88.08%	88.20%	88.14%	88.14%	88.14%
Expenses													
Payroll		\$6.666	\$6.667	\$6.667	\$6.667	\$6.667	\$6,667	\$6.667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667
Marketing/Promotion		\$5,000	\$5.000	\$5.000	\$5.000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Depreciation		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent		\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Utilities		\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Insurance		\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167
Payroll Taxes	15%	\$1,000	\$1,000	\$1,000	\$1.000	\$1.000	\$1.000	\$1.000	\$1.000	\$1.000	\$1.000	\$1,000	\$1,000
Other		\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
Total Operating Expenses		\$13,625	\$13,625	\$13,625	\$13,625	\$13,625	\$13,625	\$13,625	\$13,625	\$13,625	\$13,625	\$13,625	\$13,625
Profit Before Interest and Taxes		\$125,497	\$134,720	\$129,688	\$128,375	\$129,690	\$129,690	\$129,749	\$131,786	\$128,013	\$129,690	\$129,690	\$129,690
EBITDA		\$125,497	\$134.720	\$129,688	\$128,375	\$129,690	\$129,690	\$129,749	\$131,786	\$128,013	\$129,690	\$129,690	\$129,690
Interest Expense		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Taxes Incurred		\$37,649	\$40,416	\$38,906	\$38,512	\$38,907	\$38,907	\$38,925	\$39,536	\$38,404	\$38,907	\$38,907	\$38,907
Net Profit		\$87,848	\$94,304	\$90,782	\$89,862	\$90,783	\$90,783	\$90,824	\$92,250	\$89,609	\$90,783	\$90,783	\$90,783
Net Profit/Sales		55.74%	55.94%	55.83%	55.81%	55.83%	55.83%	55.84%	55.88%	55.80%	55.83%	55.83%	55.83%

Pro Forma Cash	. 1044	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash Received		IVIOLILIT	IVIOTILIT Z	MOHIT	MOHUT 4	MOULT	IVIOLITI	IVIOTILIT /	IVIOTILIT O	WOTH 9	WOULT TO	WOULT	IVIOITUI 12
Cash from Operations Cash Sales Subtotal Cash from Operations		\$157,600 \$157,600	\$168,580 \$168,580	\$162,590 \$162,590	\$161,026 \$161,026	\$162,592 \$162,592	\$162,592 \$162,592	\$162,662 \$162,662	\$165,088 \$165,088	\$160,595 \$160,595	\$162,592 \$162,592	\$162,592 \$162,592	\$162,592 \$162,592
Additional													
Cash Received Sales Tax, /AT, HST/GST	0.00%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Received New Current		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Borrowing New Other Liabilities		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(interest-free) 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		\$95,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received		\$252,600	\$168,580	\$162,590	\$161,026	\$162,592	\$162,592	\$162,662	\$165,088	\$160,595	\$162,592	\$162,592	\$162,59
Expenditures		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Expenditures from Operations													
Cash Spending		\$69,752	\$74,276	\$71,808	\$71,164	\$71,809	\$71,809	\$71,838	\$72,837	\$70,986	\$71,809	\$71,809	\$71,80
Subtotal Spent on Operations		\$69,752	\$74,276	\$71,808	\$71,164	\$71,809	\$71,809	\$71,838	\$72,837	\$70,986	\$71,809	\$71,809	\$71,80
Additional Cash Spent Sales Tax, VAT, HST/GST		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$
Paid Out Principal Repayment of Current		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$

Borrowing Other Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Principal Repayment Long-term Liabilities Principal	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Repayment Purchase Other Current	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Assets Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends Subtotal Cash Spent	\$0 \$69,752	\$0 \$74,276	\$0 \$71,808	\$0 \$71,164	\$0 \$71,809	\$0 \$71,809	\$0 \$71,838	\$0 \$72,837	\$0 \$70,986	\$0 \$71,809	\$0 \$71,809	\$0 \$71,809
Net Cash Flow	\$182,848	\$94,304	\$90,782	\$89,862	\$90,783	\$90,783	\$90,824	\$92,250	\$89,609	\$90,783	\$90,783	\$90,783
Cash Balance	\$286,743	\$381,046	\$471,828	\$561,691	\$652,474	\$743,257	\$834,081	\$926,331	\$1,015,940	\$1,106,723	\$1,197,506	\$1,288,289

Pro Forma Bal	ance Sheet												
Assets	Starting Balances	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Current Assets Cash	\$103,895	\$286,743	\$381,046	\$471,828	\$561,691	\$652,474	\$743,257	\$834,081	\$926,331	\$1,015,940	\$1,106,723	\$1,197,506	\$1,288,289
Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$103,895	\$286,743	\$381,046	\$471,828	\$561,691	\$652,474	\$743,257	\$834,081	\$926,331	\$1,015,940	\$1,106,723	\$1,197,506	\$1,288,289
Long-term Assets Long-term	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Assets Accumulated	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation Total Long-	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
term Assets Total Assets	\$103,895	\$286,743	\$381,046	\$471,828	\$561,691	\$652,474	\$743,257	\$834,081	\$926,331	\$1,015,940	\$1,106,723	\$1,197,506	\$1,288,289
Liabilities and Capital		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Current Liabilities Current	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Borrowing Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Current Liabilities		·	·	·	·	·		·			·		
Subtotal Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid-in Capital	\$115,000	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000	\$210,000
Retained Earnings	(\$11,105)	(\$11,105)	(\$11,105)	(\$11,105)	(\$11,105)	(\$11,105)	(\$11,105)	(\$11,105)	(\$11,105)	(\$11,105)	(\$11,105)	(\$11,105)	(\$11,105)
Earnings Total Capital Total Liabilities	\$0 \$103,895 \$103,895	\$87,848 \$286,743 \$286,743	\$182,151 \$381,046 \$381,046	\$272,933 \$471,828 \$471,828	\$362,796 \$561,691 \$561,691	\$453,579 \$652,474 \$652,474	\$544,362 \$743,257 \$743,257	\$635,186 \$834,081 \$834,081	\$727,436 \$926,331 \$926,331	\$817,045 \$1,015,940 \$1,015,940	\$907,828 \$1,106,723 \$1,106,723	\$998,611 \$1,197,506 \$1,197,506	\$1,089,394 \$1,288,289 \$1,288,289

and Capital													
Net Worth	\$103,895	\$286,743	\$381,046	\$471,828	\$561,691	\$652,474	\$743,257	\$834,081	\$926,331	\$1,015,940	\$1,106,723	\$1,197,506	\$1,288,289