

## Financial Overview

	Year 1	Year 2	Year 3	Notes
<b>Gross Income</b>				
Pro Version App Sales	\$100,000	\$140,000	\$190,000	Pro app includes integration features
Ad revenue	\$475,000	\$500,000	\$535,000	Ads on basic app / not pro
Linking fee	\$75,000	\$85,000	\$110,000	Customers link to 3rd party site
Featured Listing Fees	\$175,000	\$210,000	\$250,000	Top of the list
Other income sources	\$60,000	\$55,000	\$65,000	Misc
Total Income	\$885,000	\$990,000	\$1,150,000	

### Expenses

### Salaries, Wages & Taxes

					Job description	Hourly Rate	Estimated Hours	Yearly compensation
Sales	\$50,000	\$90,000	\$90,000	Demos				
Marketing	\$110,000	\$120,000	\$125,000	Promotions				
Advertising	\$75,000	\$85,000	\$80,000	Ads	General developer	\$60.00	1,500	\$90,000.00
Salaries, wages & taxes	\$566,000	\$300,000	\$350,000	Right table	Mobile application developer	\$65.00	1,500	\$97,500.00
Hosting & Maintenance	\$5,540	\$5,540	\$5,540	Amazon RDS db.r3.2x1	Project Manager	\$75.00	1,500	\$112,500.00
Development Hardware & Software	\$11,000	\$7,000	\$6,000	Office / DevIT equipment	Infrastructure Engineer	\$70.00	1,000	\$70,000.00
Rent & Utilities	\$21,000	\$23,000	\$23,000	Office	Security Consultant	\$80.00	200	\$16,000.00
Other expenses	\$17,000	\$21,000	\$20,000	Misc	Marketing Analyst	\$60.00	1,500	\$90,000.00
Total Expenses	\$855,540	\$651,540	\$699,540		Business Analyst	\$60.00	1,500	\$90,000.00
<b>Net Income</b>	<b>\$29,460</b>	<b>\$338,460</b>	<b>\$450,460</b>		<b>Total Annual Wages</b>			<b>\$566,000.00</b>