Maptivities 3-Year Financial Analysis

Quantative Costs	YEAR 1:	YEAR 2:	YEAR 3:	TOTAL:
Non-reoccruing Costs:				
Initial App Developing	$300,000	0	0	$300,000
Initial Cloud Service Cost	$50,000	0	0	$50,000
Legal Fees/Start Up fees	$20,000	0	0	$20,000
Total Non-reoccuring costs	$370,000	0	0	$370,000
Reoccuring costs:				
Staffing	$385,000	$370,000	$440,000	$1,195,000
Developers	$150,000	$120,000	$100,000	$370,000
Customer Service	$60,000	$50,000	$40,000	$150,000
Management	$175,000	$200,000	$300,000	$675,000
Cloud Services	$25,000	$30,000	$50,000	$105,000
Advertising/Promotion	$30,000.00	$20,000.00	$10,000.00	$60,000.00
Total Reoccuring costs	$440,000.00	$420,000.00	$500,000.00	$1,360,000.00
Total Costs	$810,000.00	$420,000.00	$500,000.00	$1,730,000.00

Quantitative Benefits	YEAR 1:	YEAR 2:	YEAR 3:	TOTAL:
Income	$250,000	$500,000	$1,000,000	$1,750,000
Sales	$200,000	$400,000	$800,000	$1,400,000
Ticket Commission	$50,000	$100,000	$200,000	$350,000
Ads	$50,000	$75,000	$85,000	$210,000
Total Benefits	$300,000	$575,000	$1,085,000	$1,960,000

Profit YEAR 1:	($510,000.00)
Profit YEAR 2:	$155,000.00
Profit YEAR 3:	$585,000.00
Profit After 3 Years:	$230,000.00