

Mind Body Fit

Three Year Business Financials

		Year 1	Year 2	Years 3
Revenue:				
	Monthly Rate			
Monthly Subscribtion	5	\$365,222.00	\$465,525.00	\$570,611.00
Workout Competitions	20	\$240,000.00	\$264,000.00	\$288,000.00
Adertising		\$10,000.00	\$10,000.00	\$10,000.00
Total		\$615,222.00	\$739,525.00	\$868,611.00

Expenses:

App Development		\$143,968.00	\$0.00	\$0.00
Hosting & Maintenace		\$12,000.00	\$12,000.00	\$12,000.00
Project Manager	45	\$45,000.00	\$0.00	\$0.00
Business Analyst	45	\$45,000.00	\$0.00	\$0.00
2 Developers	45	\$90,000.00	\$0.00	\$0.00
2 Customer Service Reps	20	\$40,000.00	\$40,000.00	\$40,000.00
2 Sales Team	45	\$90,000.00	\$90,000.00	\$90,000.00
Totals:		\$465,968.00	\$142,000.00	\$142,000.00
Net Income		\$149,254.00	\$597,525.00	\$726,611.00
3 Year Net Benefit:		\$1,473,390.00		

Assumptions:

1. Basing Projections on 60.87 million people had gym members in 2017
<https://www.statista.com/statistics/236123/us-fitness-center--health-club-memberships/>
2. Predicting we will be able to capture 0.01% of fitness market
3. 1000 people per month will enter workout competitons growing 10% per year
4. App Development: <https://www.formotus.com/blog/figuring-the-costs-of-custom-mobile-business-app-developor>
5. Average personal trainer: \$60-70 per hour: <https://fitness.costhelper.com/personal-trainer.html>
6. App Revenue: <https://www.linkedin.com/pulse/how-calculate-mobile-advertising-revenue-app-100000-users-r>
7. Assuming Application will take 6 months (1000 total hours) to complete only IOS

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