

Income Expense Pro Forma

	Year 1	Year 2	Year 3
Gross Income			
Bar Subscriptions (\$300 per month)	\$ 144,000.00	\$ 504,000.00	\$ 864,000.00
App Downloads (\$0.99 per download)	\$ 1,980.00	\$ 5,940.00	\$ 8,910.00
Advertisements from Other Apps	--	\$ 1,200.00	\$ 1,200.00
Franchising	--	\$ 17,000.00	\$ 30,300.00
Total Income	\$ 145,980.00	\$ 528,140.00	\$ 904,410.00
Expenses			
Advertising on Social Media	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Salaries, Wages & Taxes	\$ 74,397.32	\$ 61,573.77	\$ 129,192.68
Developer Licenses for Apple & Android	\$ 124.00	\$ 124.00	\$ 124.00
Infrastructure and Server	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00
Third Party Technology (\$297 per month)	--	--	\$ 1,782.00
Total Expenses	\$ 78,321.32	\$ 65,497.77	\$ 134,898.68
	\$ 3,924.00	\$ 3,924.00	\$ 5,706.00
Net Income	\$ 67,658.68	\$ 462,642.23	\$ 769,511.32

Assumptions

Bar Subscriptions: 60 Bars added in Y1, 80 added in Y2, 100 in Y3

App Downloads: 250 downloads per month in Y1, 500 in Y2, 750 in Y3

Ads from Other Apps: \$300 a year, per app

Uber, Lyft, GrubHub, Seamless

Franchising: \$6300 startup fee, \$200 per month after that

2 in Y2, 5 in Year 3

<http://startups.co.uk/eazi-apps/>

Advertising: \$500 per platform

Facebook, Twitter, Pandora, Spotify

<http://www.mobilegroove.com/mobile-app-success-much-can-really-cost/>

Salaries: 2 Developers at \$25 per hour

Y1 - 720 hrs to develop app, 15 hrs per month maintenance for 8 months

Y2 - 15 hrs per month maintenance for 12 months

Y3 - 960 hrs to develop Crowd Sight, 15 hrs per month maintenance for 6 months

Taxes: 6.41% Business Tax

<http://www.phila.gov/Revenue/businesses/taxes/Pages/birt.aspx>

Developer License: \$99 developer for Apple, \$25 for Android per year

Server: \$150 per month

<http://ideatoappster.com/how-much-does-it-cost-to-make-an-app-an-infographic/>

Third Party Technology: \$297 per month for 6 months

Begin development of Crowd Sight in Y3