

YOUR

CFO GUY

Financial Summary

December 2022

— Confidential



Helping You Grow In **Finance & Accounting**



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Profit & Loss

| | Actual 2021 | Actual 2022 | Projected 2023 | Projected 2024 | Projected 2025 |
|--------------------------------|----------------|----------------|-------------------|-------------------|-------------------|
| Revenue | \$ 252,406 | \$ 764,664 | \$ 1,637,242 | \$ 1,889,096 | \$ 2,104,469 |
| COGS | \$ 23,959 | \$ 66,526 | \$ 116,184 | \$ 164,351 | \$ 183,089 |
| Gross Profit | \$ 228,446 | \$ 698,138 | \$ 1,521,057 | \$ 1,724,745 | \$ 1,921,380 |
| Gross Margin | 91% | 91% | 93% | 91% | 91% |
| Operating Expenses | \$ 818,472 | \$ 1,641,847 | \$ 2,665,066 | \$ 4,136,987 | \$ 6,389,235 |
| Advertising & Marketing | 279,794 | 414,450 | 509,133 | 619,468 | 753,773 |
| Other G&A | 92,752 | 158,672 | 195,860 | 238,295 | 289,959 |
| Software & Tech | 144,980 | 245,454 | 302,792 | 368,397 | 448,268 |
| Professional Fees | 74,035 | 120,335 | 419,881 | 729,428 | 1,042,753 |
| Headcount | 199,545 | 660,021 | 1,184,547 | 2,117,093 | 3,776,233 |
| Travel, Meals & Entertainment | 27,366 | 42,916 | 52,854 | 64,306 | 78,248 |
| Net Operating Income | \$ (590,026) | \$ (943,709) | \$ (1,144,009) | \$ (2,412,242) | \$ (4,467,855) |
| Other Income / Expenses | \$ (76,974) | \$ (197,485) | \$ (104,090) | \$ (71,936) | \$ (84,423) |
| Other Income | - | - | - | - | - |
| Other Expense | 76,974 | 197,485 | 104,090 | 71,936 | 84,423 |
| Net Income | \$ (667,000) | \$ (1,141,194) | \$ (1,248,099) | \$ (2,484,178) | \$ (4,552,279) |



Balance Sheet

| | Actual Q1 2021 | Actual Q2 2021 | Actual Q3 2021 | Actual Q4 2021 | Actual Q1 2022 | Actual Q2 2022 | Actual Q3 2022 | Actual Q4 2022 |
|---------------------------|-------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Assets | \$ 932,922 | \$ 2,303,587 | \$ 2,177,303 | \$ 4,477,892 | \$ 4,260,583 | \$ 4,017,790 | \$ 3,761,314 | \$ 3,493,043 |
| Cash | 882,476 | 2,198,902 | 2,064,659 | 4,362,575 | 4,141,367 | 3,904,525 | 3,648,528 | 3,384,680 |
| Accounts Receivable | 20,100 | 26,753 | 35,608 | 44,169 | 49,169 | 49,169 | 49,169 | 49,169 |
| Other Current Assets | 25,624 | 31,404 | 31,223 | 26,120 | 26,120 | 26,120 | 26,120 | 26,120 |
| Fixed Assets | 4,722 | 46,528 | 45,812 | 45,027 | 43,926 | 37,975 | 37,496 | 33,074 |
| Liabilities | \$ 570,878 | \$ 586,196 | \$ 606,722 | \$ 1,644,892 | \$ 1,677,571 | \$ 1,717,321 | \$ 1,758,347 | \$ 1,801,238 |
| Accounts Payable | 43,503 | 48,233 | 53,477 | 55,348 | 55,348 | 55,348 | 55,348 | 55,348 |
| Other Current Liabilities | 3,338 | 3,819 | 8,584 | 4,237 | 4,237 | 4,237 | 4,237 | 4,237 |
| Deferred Revenue | 16,538 | 19,144 | 22,162 | 23,270 | 23,270 | 23,270 | 23,270 | 23,270 |
| Debt | 507,500 | 515,000 | 522,500 | 1,562,037 | 1,594,715 | 1,634,466 | 1,675,492 | 1,718,383 |
| Owners Equity | \$ 362,044 | \$ 1,717,391 | \$ 1,570,580 | \$ 2,833,000 | \$ 2,583,012 | \$ 2,300,469 | \$ 2,002,968 | \$ 1,691,805 |
| Contributed Capital | 500,000 | 2,000,000 | 2,000,000 | 3,500,000 | 3,500,000 | 3,500,000 | 3,500,000 | 3,500,000 |
| Retained Earnings | (137,956) | (282,609) | (429,420) | (667,000) | (916,988) | (1,199,531) | (1,497,032) | (1,808,195) |



Cash Flows

| | Projected Jan-23 | Projected Feb-23 | Projected Mar-23 | Projected Apr-23 | Projected May-23 | Projected Jun-23 | Projected Jul-23 | Projected Aug-23 | Projected Sep-23 | Projected Oct-23 | Projected Nov-23 | Projected Dec-23 |
|--------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Beginning Cash | \$ 3,384,680 | \$ 3,280,906 | \$ 3,166,783 | \$ 3,051,818 | \$ 2,952,515 | \$ 2,842,538 | \$ 2,777,308 | \$ 2,750,033 | \$ 2,770,940 | \$ 2,638,539 | \$ 2,513,318 | \$ 2,368,416 |
| Cash Flows | \$ (103,774) | \$ (114,123) | \$ (114,965) | \$ (99,303) | \$ (109,977) | \$ (65,230) | \$ (27,275) | \$ 20,907 | \$ (132,401) | \$ (125,221) | \$ (144,903) | \$ (144,843) |
| Cash From Operating Activities | (100,483) | (109,605) | (376,114) | (95,497) | (109,013) | (65,220) | (24,333) | 24,095 | (130,280) | (122,173) | (139,966) | (140,459) |
| Cash From Investing Activities | (3,291) | (4,518) | (2,431) | (3,807) | (963) | (11) | (2,942) | (3,187) | (2,121) | (3,047) | (4,937) | (4,384) |
| Cash From Financing Activities | - | - | 263,580 | - | - | - | - | - | - | - | - | - |
| Ending Cash | \$ 3,280,906 | \$ 3,166,783 | \$ 3,051,818 | \$ 2,952,515 | \$ 2,842,538 | \$ 2,777,308 | \$ 2,750,033 | \$ 2,770,940 | \$ 2,638,539 | \$ 2,513,318 | \$ 2,368,416 | \$ 2,223,573 |
| Cash Burn | \$ (103,774) | \$ (114,123) | \$ (378,545) | \$ (99,303) | \$ (109,977) | \$ (65,230) | \$ (27,275) | \$ 20,907 | \$ (132,401) | \$ (125,221) | \$ (144,903) | \$ (144,843) |



YoY Comparison

| | Actual 2021 | Actual 2022 | ▲ | % |
|--------------------------------|----------------|----------------|--------------|-------|
| Revenue | \$ 252,406 | \$ 764,664 | \$ 512,258 | 203% |
| COGS | \$ 23,959 | \$ 66,526 | \$ 42,566 | 178% |
| Gross Profit | \$ 228,446 | \$ 698,138 | \$ 469,692 | 206% |
| Gross Margin | 91% | 91% | | |
| Operating Expenses | \$ 818,472 | \$ 1,641,847 | \$ 823,375 | 101% |
| Advertising & Marketing | 279,794 | 414,450 | 134,656 | 48% |
| Other G&A | 92,752 | 158,672 | 65,920 | 71% |
| Software & Tech | 144,980 | 245,454 | 100,474 | 69% |
| Professional Fees | 74,035 | 120,335 | 46,299 | 63% |
| Headcount | 199,545 | 660,021 | 460,476 | 231% |
| Travel, Meals & Entertainment | 27,366 | 42,916 | 15,550 | 57% |
| Net Operating Income | \$ (590,026) | \$ (943,709) | \$ (353,683) | -60% |
| Other Income / Expenses | \$ (76,974) | \$ (197,485) | \$ (120,511) | -157% |
| Other Income | - | - | - | 0% |
| Other Expense | 76,974 | 197,485 | 120,511 | 157% |
| Net Income | \$ (667,000) | \$ (1,141,194) | \$ (474,194) | -71% |



KPI Dashboard

January 2022 - December 2022

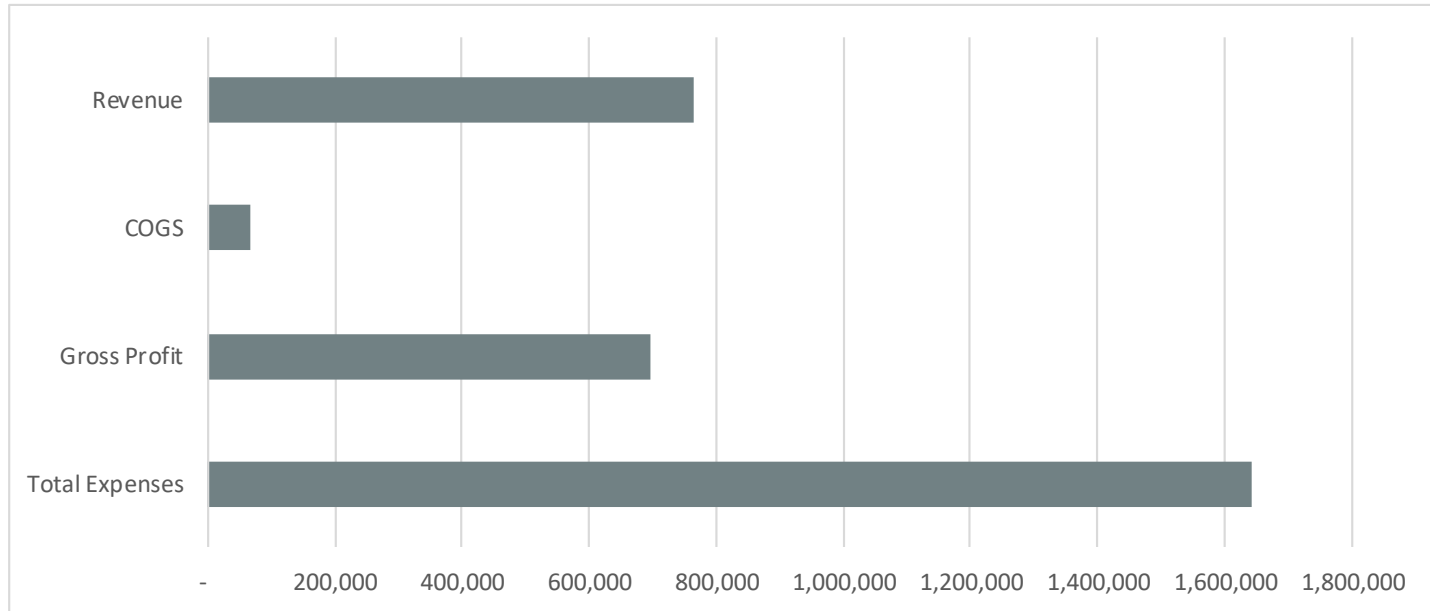
| | | | |
|---|---|---|---|
| Revenue \$764,664 67% increase ▲ \$512,258 Compared to Jan-21- Dec-21 | COGS \$66,526 64% increase ▲ \$42,566 Compared to Jan-21- Dec-21 | Gross Profit \$698,138 67% increase ▲ \$469,692 Compared to Jan-21- Dec-21 | Gross Margin 91% 1% increase ▲ Compared to Jan-21- Dec-21 |
| Total Expenses \$1,641,847 50% increase ▲ \$823,375 Compared to Jan-21- Dec-21 | Net Income -\$1,141,194 42% increase ▲ -\$474,194 Compared to Jan-21- Dec-21 | Cash Burn -\$977,896 35% increase ▲ -\$340,471 Compared to Jan-21- Dec-21 | Ending Cash \$3,384,680 (29%) decrease ▼ -\$977,896 Compared to Jan-21- Dec-21 |



KPI Dashboard

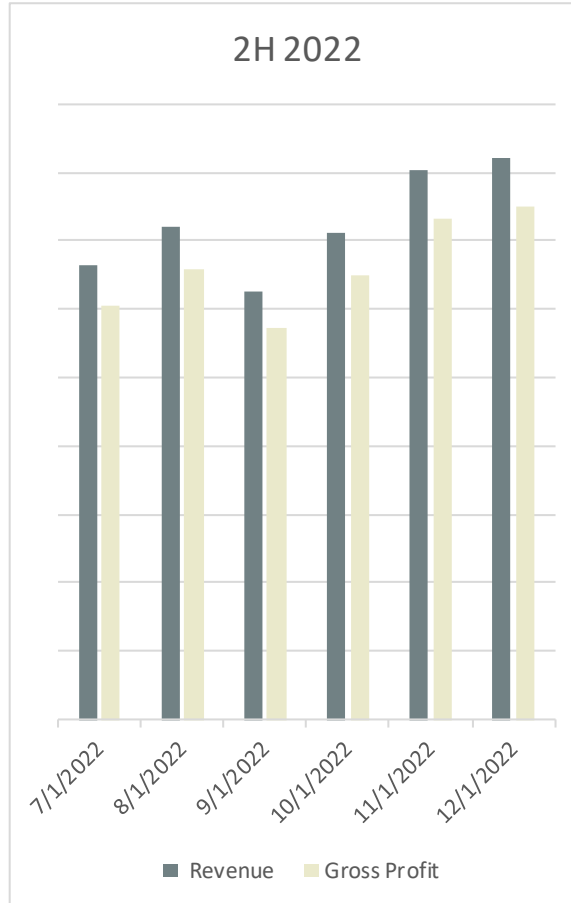
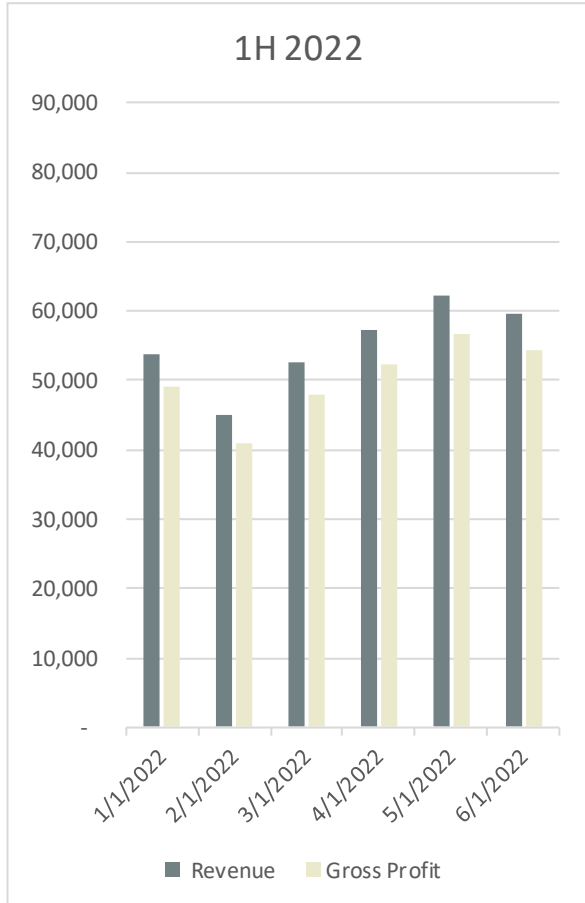
January 2022 - December 2022

| | | | |
|---|--|---|---|
| Net Income -\$1,141,194 42% increase ▲ -\$474,194 Compared to Jan-21- Dec-21 | Cash Burn -\$977,896 35% increase ▲ -\$340,471 Compared to Jan-21- Dec-21 | Gross Profit \$698,138 67% increase ▲ \$469,692 Compared to Jan-21- Dec-21 | Ending Cash \$3,384,680 (29%) decrease ▼ -\$977,896 Compared to Jan-21- Dec-21 |
|---|--|---|---|



KPI Dashboard

2H 2022 vs 1H 2022



Gross Profit

\$396,553

24% increase ▲ \$94,969

Compared to Jan-22 - Jun-22

Gross Margin

91%

0% increase ▲

Compared to Jan-22 - Jun-22

Cash Burn

-\$519,846

12% increase ▲ -\$61,796

Compared to Jan-22 - Jun-22

Ending Cash

\$3,384,680

(15%) decrease ▼ -\$519,846

Compared to Jan-22 - Jun-22

Revenue

\$434,341

24% increase ▲ \$104,018

Compared to Jan-22 - Jun-22

COGS

\$37,788

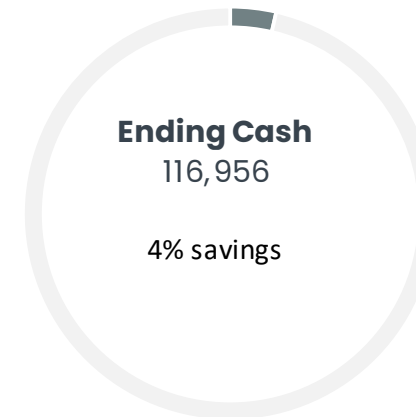
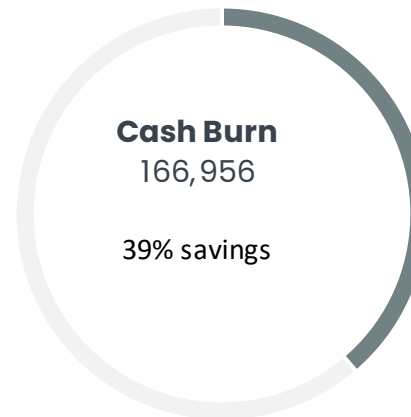
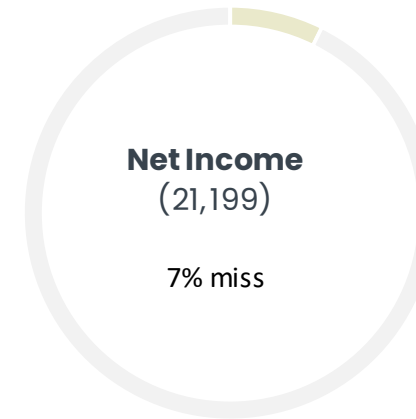
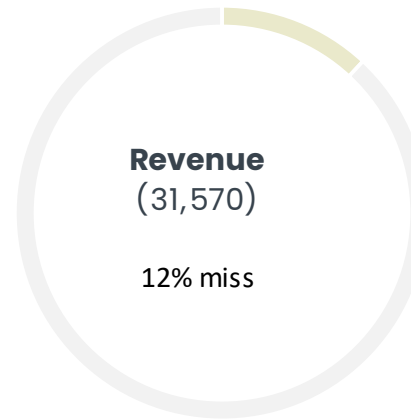
24% increase ▲ \$9,050

Compared to Jan-22 - Jun-22



Budget Vs Actuals October 2022 - December 2022

| | BUDGET | ACTUAL | ▲ | % |
|-------------------------------|---------------------|---------------------|--------------------|-------------|
| Revenue | 265,000 | 233,430 | (31,570) | -12% |
| COGS | 25,600 | 20,308 | 5,292 | 21% |
| Gross Profit | \$ 239,400 | \$ 213,121 | \$ (26,279) | -11% |
| Gross Margin | 90% | 91% | 1% | |
| Advertising & Marketing | 114,000 | 112,366 | 1,634 | 1% |
| Other G&A | 44,031 | 43,181 | 850 | 2% |
| Software & Tech | 67,300 | 66,757 | 543 | 1% |
| Professional Fees | 32,828 | 32,762 | 66 | 0% |
| Headcount | 199,990 | 202,762 | (2,773) | -1% |
| Travel, Meals & Entertainment | 11,915 | 11,661 | 254 | 2% |
| Total Opex | \$ 470,064 | \$ 469,489 | \$ 574 | 0% |
| Net Operating Income | \$ (230,664) | \$ (256,368) | \$ (25,704) | -11% |
| Net Other Income | \$ (59,300) | \$ (54,794) | \$ 4,506 | 8% |
| Net Income | \$ (289,964) | \$ (311,162) | \$ (21,199) | -7% |
| Cash Burn | \$ (430,804) | \$ (263,848) | \$ 166,956 | 39% |
| Ending Cash | \$ 3,267,724 | \$ 3,384,680 | \$ 116,956 | 4% |



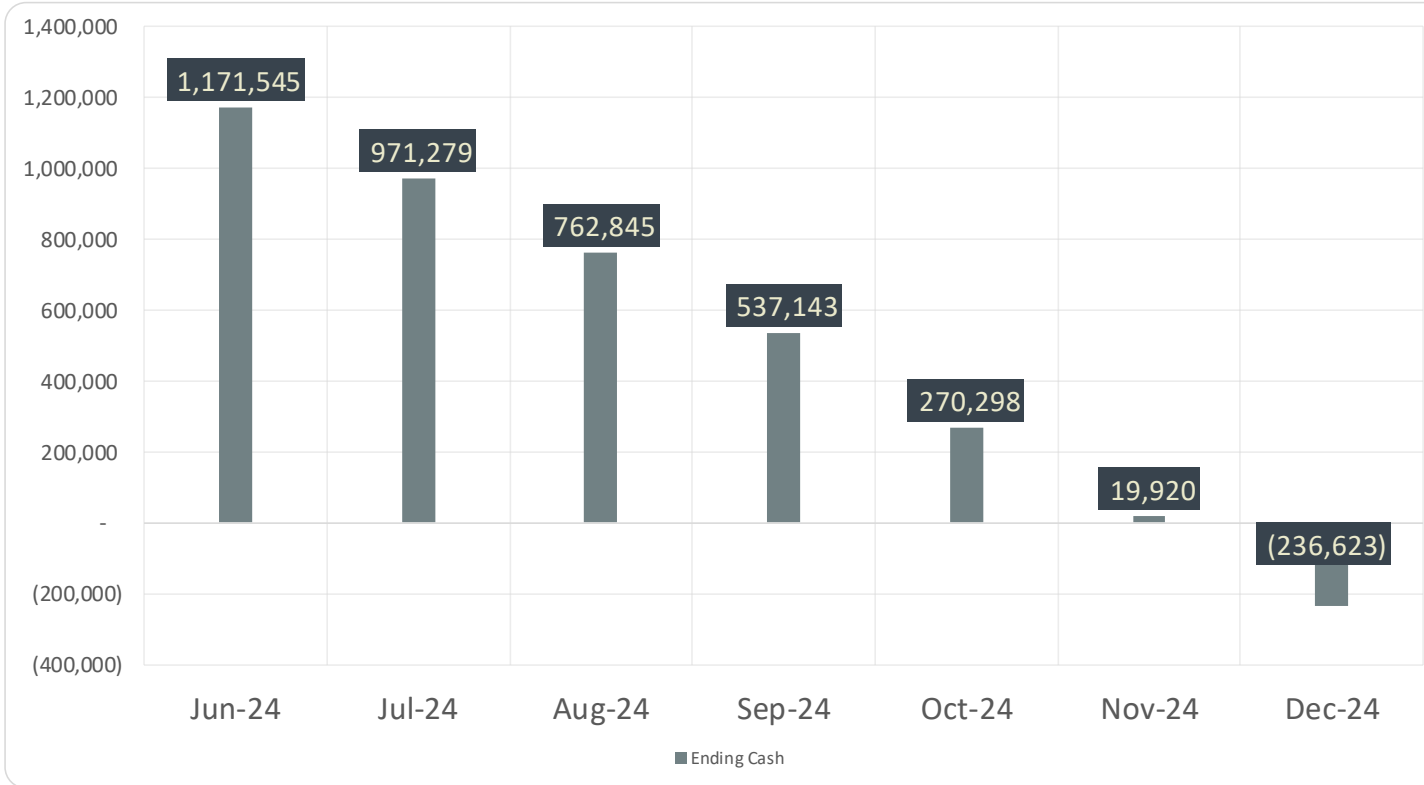
Management Report

October 2022

| | ACTUAL | | BUDGET | | | PRIOR YEAR | | | PRIOR PERIOD | | |
|-------------------------------|---------------------|--|---------------------|-------------------|-------------|--------------------|--------------------|--------------|---------------------|-------------------|------------|
| | # | | # | ▲ | % | # | ▲ | % | # | ▲ | % |
| Revenue | 71,127 | | 75,000 | (3,873) | -5% | 23,579 | 47,548 | 202% | 62,547 | 8,580 | 14% |
| COGS | 6,188 | | 7,500 | 1,312 | 17% | 2,476 | (3,712) | -150% | 5,442 | (746) | -14% |
| Gross Profit | \$ 64,939 | | \$ 67,500 | \$ (5,184) | -8% | \$ 21,104 | \$ 51,260 | 243% | \$ 57,106 | \$ 9,327 | 16% |
| Gross Margin | 91% | | 90% | 1% | | 90% | 2% | | 91% | 0% | |
| Advertising & Marketing | 36,975 | | 37,100 | 125 | 0% | 24,532 | (12,443) | -51% | 36,421 | (554) | -2% |
| Other G&A | 14,198 | | 14,272 | 74 | 1% | 7,360 | (6,838) | -93% | 14,062 | (136) | -1% |
| Software & Tech | 21,943 | | 22,000 | 57 | 0% | 11,585 | (10,358) | -89% | 21,733 | (210) | -1% |
| Professional Fees | 10,793 | | 10,793 | - | 0% | 6,133 | (4,660) | -76% | 10,650 | (144) | -1% |
| Headcount | 64,260 | | 64,260 | - | 0% | 14,069 | (50,190) | -357% | 61,096 | (3,164) | -5% |
| Travel, Meals & Entertainment | 3,838 | | 3,910 | 72 | 2% | 2,317 | (1,521) | -66% | 3,787 | (52) | -1% |
| Total Opex | \$ 152,007 | | \$ 152,335 | \$ 328 | 0% | \$ 65,996 | \$ (86,011) | -130% | \$ 147,747 | \$ (4,260) | -3% |
| Net Operating Income | \$ (87,067) | | \$ (84,835) | \$ (2,233) | -3% | \$ (44,892) | \$ (42,175) | -94% | \$ (90,642) | \$ 3,574 | 4% |
| Net Other Income | \$ (17,925) | | \$ (19,000) | \$ 1,075 | 6% | \$ (8,972) | \$ (8,952) | -100% | \$ (17,628) | \$ (296) | -2% |
| Net Income | \$ (104,992) | | \$ (103,835) | \$ (1,157) | -1% | \$ (53,864) | \$ (51,128) | -95% | \$ (108,270) | \$ 3,278 | 3% |
| Cash Burn | (91,091) | | \$ (80,408) | (10,682) | -13% | (44,980) | (46,110) | -103% | (95,114) | 4,023 | 4% |
| Ending Cash | 3,557,438 | | \$ 3,568,120 | (10,682) | 0% | 3,019,679 | 537,759 | 18% | 3,648,528 | (91,091) | -2% |



Cash Out Dashboard

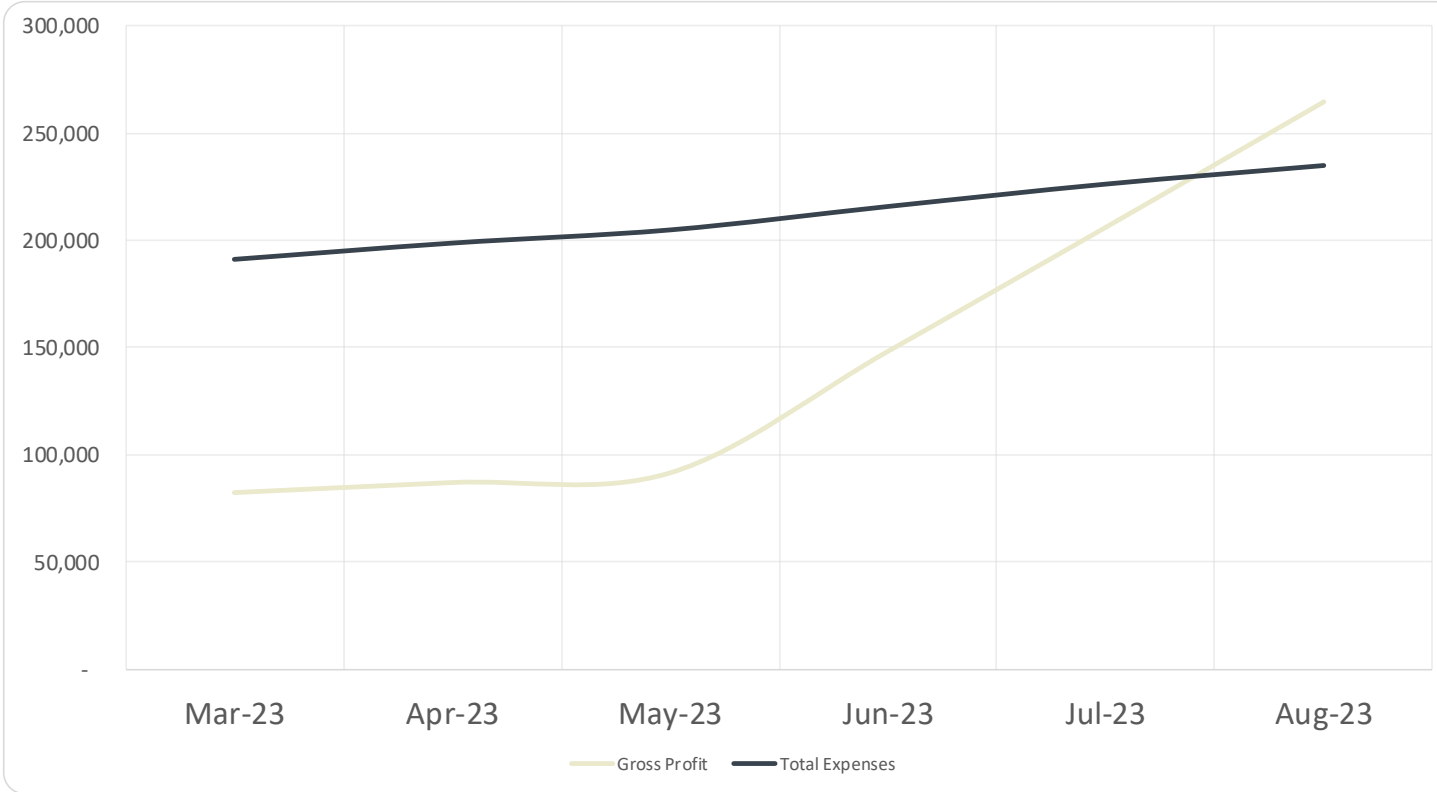


Cash Out Date

December 2024



Break Even Dashboard



Break Even Date

August 2023



YOUR

CFO GUY



Sales

January 2023 - December 2023

1,637,242




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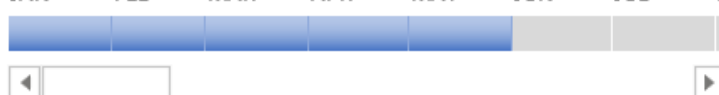
PivotTable Profit & Loss

Date 



Jan - May 2021 MONTHS ▾

2021

JAN FEB MAR APR MAY JUN JUL



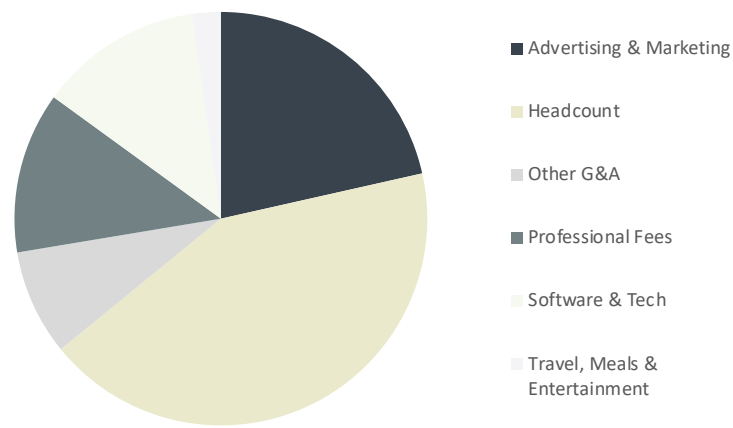
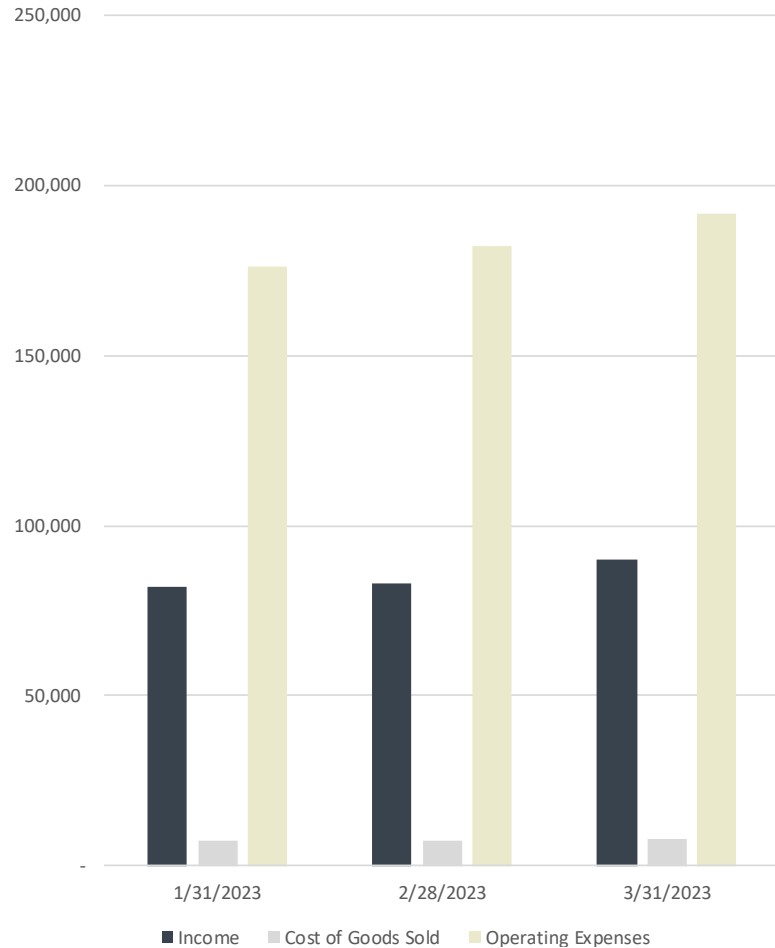
| | 1/31/2021 | 2/28/2021 | 3/31/2021 | 4/30/2021 | 5/31/2021 |
|---------------------------------|----------------|----------------|----------------|----------------|----------------|
| Income | | | | | |
| + Revenue | 10,000 | 11,000 | 12,100 | 13,310 | 14,641 |
| Cost of Goods Sold | | | | | |
| + COGS | 1,050 | 1,155 | 1,271 | 1,398 | 1,537 |
| Gross Profit | 8,950 | 9,845 | 10,830 | 11,912 | 13,104 |
| Operating Expenses | | | | | |
| + Advertising & Marketing | 18,000 | 18,630 | 19,282 | 19,957 | 20,655 |
| Headcount | | | | | |
| Commissions Expense | 200 | 220 | 242 | 266 | 293 |
| Health Insurance | 1,148 | 1,148 | 1,148 | 1,148 | 1,148 |
| Payroll Processing Fees | 57 | 57 | 57 | 57 | 57 |
| Payroll Taxes | 918 | 918 | 918 | 918 | 918 |
| Salary & Wages | 11,475 | 11,475 | 11,475 | 11,475 | 11,475 |
| + Other G&A | 5,400 | 5,589 | 5,785 | 5,987 | 6,197 |
| + Professional Fees | 4,500 | 4,658 | 4,821 | 4,989 | 5,164 |
| + Software & Tech | 8,500 | 8,798 | 9,105 | 9,424 | 9,754 |
| + Travel, Meals & Entertainment | 1,700 | 1,760 | 1,821 | 1,885 | 1,951 |
| Net Operating Income | -42,948 | -43,406 | -43,824 | -44,194 | -44,508 |
| Other Income | 0 | 0 | 0 | 0 | 0 |
| Other Expense | 2,569 | 2,569 | 2,639 | 3,611 | 3,681 |
| Net Other Income | -2,569 | -2,569 | -2,639 | -3,611 | -3,681 |
| Net Income | -45,517 | -45,976 | -46,463 | -47,805 | -48,188 |

Grouping 1  

- Income
- Cost of Goods Sold
- Gross Profit
- Operating Expenses
- Net Operating Income
- Other Income
- Other Expense
- Net Other Income
- Net Income



PivotTable Profit & Loss



| | Jan-23 | Feb-23 | Mar-23 | Grand Total |
|-------------------------------|------------------|------------------|------------------|------------------|
| Income | | | | |
| Revenue | | | | |
| Sales | 81,782 | 82,914 | 90,068 | 254,764 |
| Cost of Goods Sold | | | | |
| COGS | | | | |
| Merchant Account Fees | 2,208 | 2,239 | 2,432 | 6,879 |
| Web Domain & Hosting Fees | 4,907 | 4,975 | 5,404 | 15,286 |
| Gross Profit | 74,667 | 75,700 | 82,232 | 232,599 |
| Operating Expenses | | | | |
| Advertising & Marketing | 38,739 | 39,380 | 40,002 | 118,121 |
| Headcount | 74,377 | 78,037 | 81,999 | 234,413 |
| Other G&A | 14,912 | 15,152 | 15,382 | 45,446 |
| Professional Fees | 21,304 | 21,853 | 26,158 | 69,314 |
| Software & Tech | 23,053 | 23,424 | 23,779 | 70,256 |
| Travel, Meals & Entertainment | 4,022 | 4,089 | 4,152 | 12,263 |
| Net Operating Income | (101,740) | (106,235) | (109,239) | (317,215) |
| Other Income | - | - | - | - |
| Other Expense | 19,190 | 19,587 | 19,852 | 58,629 |
| Net Other Income | (19,190) | (19,587) | (19,852) | (58,629) |
| Net Income | (120,931) | (125,822) | (129,091) | (375,844) |

