

Financial Model Sample

BUSINESS SUMMARY REPORT

ASSUMPTIONS

Volume Scenario **Option 1: Base Case**

Pricing Erosion Type **Count from date of sale**

Fee Subscription Period **24 Months**

FEE SCHEDULE

Fee 1	\$ 20,000	per month
Fee 2	\$ -	one-off
Fee 3	\$ -	per return
Fee 4	\$ -	one-off
3rd Party	0%	one-off

Pricing -EROSION

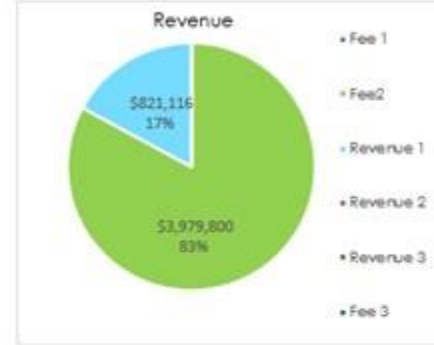
Model	Price	% Erosion	Premium(+)/ Reduction(-)
Product 1	50%	4.2%	0%
Product 2	50%	4.2%	0%
Product 3	50%	4.2%	0%
Product 4	50%	4.2%	0%
Product 5	50%	4.2%	0%
Product 6	50%	4.2%	0%
Product 7	50%	4.2%	0%
Product 8	50%	4.2%	0%
Product 9	50%	4.2%	0%
Product 10	50%	4.2%	0%
Product 11	50%	4.2%	0%
Product 12	50%	4.2%	0%
	0%	0%	0%

PROFIT AND LOSS

Revenue	Year 1	Year 2	Year 3	Total
Fee 1	\$ -	\$ -	\$ -	\$ -
Fee2	\$ 633,600	\$ 2,480,280	\$ 842,160	\$ 3,979,800
Revenue 1	\$ -	\$ 804,020	\$ 17,097	\$ 821,116
Revenue 2	\$ -	\$ -	\$ -	\$ -
Revenue 3	\$ -	\$ -	\$ -	\$ -
Fee 3	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 633,600	\$ 3,284,300	\$ 859,257	\$ 4,800,916
GP on product category 1	\$ 633,600	\$ 2,480,280	\$ 842,160	\$ 3,979,800
GP on product category 2	\$ -	\$ 1,148,989	\$ 1,780,137	\$ 2,929,126
Third Party/Other Costs	\$ -	\$ -	\$ -	\$ -
Total Gross Profit	\$ 633,600	\$ 1,331,291	\$ 937,977	\$ 1,050,674
%GP to Revenue	100%	41%	-109%	22%

GP BY MODEL

Model	Monthly Fee	Revenue	3rd Party	Total
Product 1	\$ 265,320	\$ 26,278	\$ -	\$ 291,598
Product 2	\$ 265,320	-\$ 5,791	\$ -	\$ 259,529
Product 3	\$ 132,660	-\$ 18,930	\$ -	\$ 113,730
Product 4	\$ 265,320	-\$ 5,791	\$ -	\$ 259,529
Product 5	\$ 265,320	-\$ 272,464	\$ -	-\$ 7,144
Product 6	\$ 132,660	-\$ 152,267	\$ -	-\$ 19,607
Product 7	\$ 530,640	-\$ 416,653	\$ -	\$ 113,987
Product 8	\$ 530,640	-\$ 480,791	\$ -	\$ 49,849
Product 9	\$ 265,320	-\$ 272,464	\$ -	-\$ 7,144
Product 10	\$ 530,640	-\$ 480,791	\$ -	\$ 49,849
Product 11	\$ 530,640	-\$ 544,929	\$ -	-\$ 14,289
Product 12	\$ 265,320	-\$ 304,533	\$ -	-\$ 39,213
	\$ -	\$ -	\$ -	\$ -



Business Model Model - P&L Summary

	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2
	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17
Revenue															
Fee 1													\$0	\$0	
Fee 2													\$192,720	\$274,560	\$519,840
Revenue from xxx	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$84,639	\$164,199	\$199,438
Revenue from xxx	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Other Fee	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Other Fee 2													\$0	\$0	
Total Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$277,359	\$438,759	\$518,278
COGS	35														
Cost 1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$136,167	\$261,006	\$317,173
Cost 2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Processing Cost	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,500	\$3,000	\$3,000
Other Fees															
Fee 1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Fee 2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Fee 3	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
3rd Party Fee	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total COGS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$137,667	\$264,006	\$320,173
Gross Margin	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$139,691	\$174,753	\$197,105
GM%															
SG&A															
Direct Resources	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$8,114	\$8,114	\$8,114