

<b>Start-up Expenses</b>	
Legal	\$122,400
Consultants	\$0
Insurance	\$22,120
Rent	\$31,400
Research and Development	\$12,000
Expensed Equipment	\$51,200
Signs	\$3,400
<b>TOTAL START-UP EXPENSES</b>	<b>\$242,520</b>
Start-up Assets	\$222,400
Cash Required	\$182,200
Start-up Inventory	\$35,100
Other Current Assets	\$224,000
Long-term Assets	\$212,400
<b>TOTAL ASSETS</b>	<b>\$876,100</b>
<b>Total Requirements</b>	<b>\$1,118,620</b>
<b>START-UP FUNDING</b>	
Start-up Expenses to Fund	\$242,520
Start-up Assets to Fund	\$876,100
<b>TOTAL FUNDING REQUIRED</b>	<b>\$1,118,620</b>
Assets	
Non-cash Assets from Start-up	\$1,133,600
Cash Requirements from Start-up	\$124,100
Additional Cash Raised	\$52,000
Cash Balance on Starting Date	\$35,000
<b>TOTAL ASSETS</b>	<b>\$1,344,700</b>
Liabilities and Capital	
Liabilities	\$14,500
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$62,520
Other Current Liabilities (interest-free)	\$0
<b>TOTAL LIABILITIES</b>	<b>\$77,020</b>
Capital	
Planned Investment	\$1,118,620
Investor 1	\$0
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
<b>TOTAL PLANNED INVESTMENT</b>	<b>\$1,118,620</b>
Loss at Start-up (Start-up Expenses)	\$149,060
<b>TOTAL CAPITAL</b>	<b>\$1,267,680</b>

<b>TOTAL CAPITAL AND LIABILITIES</b>	<b>\$1,344,700</b>
<b>Total Funding</b>	<b>\$1,118,620</b>

#### 5.2.4 Professionals

<b>Market Analysis</b>							
<b>Potential Customers</b>	<b>Growth</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>CAGR</b>
Students	37%	39,200	47,040	56,448	67,738	81,285	10.00%
Senior Citizens	32%	30,100	36,120	43,344	52,013	62,415	10.00%
Tourists	19%	22,400	26,880	32,256	38,707	46,449	10.00%
Professionals	12%	10,230	12,276	14,731	17,677	21,213	11.00%
<b>Total</b>	<b>100%</b>	<b>101,930</b>	<b>122,316</b>	<b>146,779</b>	<b>176,135</b>	<b>211,362</b>	<b>10%</b>

<b>Sales Forecast</b>			
<b>Unit Sales</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Standard Rides	85,000	90,100	95,506
Premium Rides	45,000	47,700	50,562
Pickup & Delivery	40,200	42,612	45,169
Bike Rides	35,000	37,100	39,326
<b>TOTAL UNIT SALES</b>	<b>205,200</b>	<b>217,512</b>	<b>230,563</b>
<b>Unit Prices</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Standard Rides	\$12.50	\$14.50	\$16.82
Premium Rides	\$30.00	\$34.80	\$40.37
Pickup & Delivery	\$15.00	\$17.40	\$20.18
Bike Rides	\$10.00	\$11.60	\$13.46
<b>Sales</b>			
<b>Standard Rides</b>	<b>\$1,062,500.00</b>	<b>\$1,306,450.00</b>	<b>\$1,606,410.92</b>
<b>Premium Rides</b>	<b>\$1,350,000.00</b>	<b>\$1,659,960.00</b>	<b>\$2,041,086.82</b>
<b>Pickup &amp; Delivery</b>	<b>\$603,000.00</b>	<b>\$741,448.80</b>	<b>\$911,685.44</b>
<b>Bike Rides</b>	<b>\$350,000.00</b>	<b>\$430,360.00</b>	<b>\$529,170.66</b>
<b>TOTAL SALES</b>	<b>\$3,365,500.00</b>	<b>\$4,138,218.80</b>	<b>\$5,088,353.84</b>
<b>Direct Unit Costs</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Standard Rides	\$4.00	\$4.40	\$4.62
Premium Rides	\$10.00	\$11.00	\$11.55
Pickup & Delivery	\$5.00	\$5.50	\$5.78
Bike Rides	\$3.00	\$3.30	\$3.47
<b>Direct Cost of Sales</b>			
<b>Standard Rides</b>	<b>\$340,000.00</b>	<b>\$396,440.00</b>	<b>\$441,237.72</b>
<b>Premium Rides</b>	<b>\$450,000.00</b>	<b>\$524,700.00</b>	<b>\$583,991.10</b>
<b>Pickup &amp; Delivery</b>	<b>\$201,000.00</b>	<b>\$234,366.00</b>	<b>\$260,849.36</b>

<b>Bike Rides</b>	<b>\$105,000.00</b>	<b>\$122,430.00</b>	<b>\$136,264.59</b>
<b>Subtotal Direct Cost of Sales</b>	<b>\$1,096,000.00</b>	<b>\$1,277,936.00</b>	<b>\$1,422,342.77</b>

## 7.2 Average Salary of Employees

<b>Personnel Plan</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Operation Manager	\$42,000	\$46,200	\$50,820
Social Media Manager	\$33,500	\$36,850	\$40,535
Sales Executive	\$33,500	\$36,850	\$40,535
Software Managers	\$63,500	\$69,850	\$76,835
Customer Care Executives	\$63,500	\$69,850	\$76,835
Business Consultant	\$33,500	\$36,850	\$40,535
<b>Total Salaries</b>	<b>\$236,000</b>	<b>\$259,600</b>	<b>\$285,560</b>

## 8.1 Important Assumptions

<b>General Assumptions</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Plan Month	1	2	3
Current Interest Rate	8.12%	8.20%	8.26%
Long-term Interest Rate	8.40%	8.44%	8.47%
Tax Rate	24.03%	24.21%	24.60%
Other	0	0	0

<b>Break-Even Analysis</b>	
Monthly Units Break-even	5340
Monthly Revenue Break-even	\$132,500
Assumptions:	
Average Per-Unit Revenue	\$231.00
Average Per-Unit Variable Cost	\$0.62
Estimated Monthly Fixed Cost	\$163,800

## 8.3 Projected Profit and Loss

<b>Pro Forma Profit And Loss</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>

<b>Sales</b>	<b>\$3,365,500</b>	<b>\$4,138,219</b>	<b>\$5,088,354</b>
<b>Direct Cost of Sales</b>	<b>\$1,096,000</b>	<b>\$1,277,936</b>	<b>\$1,422,343</b>
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	<b>\$1,096,000</b>	<b>\$1,277,936</b>	<b>\$1,422,343</b>
<b>Gross Margin</b>	<b>\$2,269,500</b>	<b>\$2,860,283</b>	<b>\$3,666,011</b>
<b>Gross Margin %</b>	<b>67.43%</b>	<b>69.12%</b>	<b>72.05%</b>
Expenses			
Payroll	\$236,000	\$259,600	\$285,560
Sales and Marketing and Other Expenses	\$145,000	\$148,000	\$156,000
Depreciation	\$2,300	\$2,350	\$2,500
Leased Equipment	\$0	\$0	\$0
Utilities	\$2,900	\$3,000	\$3,100
Insurance	\$2,100	\$2,100	\$2,100
Rent	\$2,900	\$3,000	\$3,200
Payroll Taxes	\$24,000	\$25,000	\$27,000
Other	\$0	\$0	\$0
<b>Total Operating Expenses</b>	<b>\$415,200</b>	<b>\$443,050</b>	<b>\$479,460</b>
Profit Before Interest and Taxes	\$1,854,300	\$2,417,233	\$3,186,551
EBITDA	\$1,854,300	\$2,417,233	\$3,186,551
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$370,860	\$483,447	\$637,310
Net Profit	\$1,483,440	\$1,933,786	\$2,549,241
Net Profit/Sales	44.08%	46.73%	50.10%

<b>Pro Forma Cash Flow</b>			
Cash Received	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Cash from Operations			
Cash Sales	\$51,000	\$55,080	\$59,486
Cash from Receivables	\$22,000	\$23,760	\$25,661
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$73,000</b>	<b>\$79,570</b>	<b>\$85,936</b>
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$74,000</b>	<b>\$79,000</b>	<b>\$85,000</b>

Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending	\$42,000	\$42,000	\$45,000
Bill Payments	\$27,000	\$28,000	\$31,000
SUBTOTAL SPENT ON OPERATIONS	<b>\$69,000</b>	<b>\$70,000</b>	<b>\$76,000</b>
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	<b>\$69,000</b>	<b>\$74,520</b>	<b>\$80,482</b>
Net Cash Flow	\$21,000	\$23,000	\$25,000
Cash Balance	\$27,000	\$30,000	\$33,000

## 8.5 Projected Balance Sheet

<b>Pro Forma Balance Sheet</b>			
Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$275,000	\$308,000	\$338,800
Accounts Receivable	\$24,000	\$26,880	\$30,213
Inventory	\$4,300	\$4,816	\$4,900
Other Current Assets	\$1,000	\$1,000	\$1,000
TOTAL CURRENT ASSETS	<b>\$282,000</b>	<b>\$315,840</b>	<b>\$355,004</b>
Long-term Assets			
Long-term Assets	\$10,000	\$10,000	\$10,000
Accumulated Depreciation	\$19,400	\$21,728	\$24,444
TOTAL LONG-TERM ASSETS	<b>\$24,400</b>	<b>\$27,328</b>	<b>\$30,744</b>
TOTAL ASSETS	<b>\$294,000</b>	<b>\$329,280</b>	<b>\$370,440</b>
Liabilities and Capital	Year 4	Year 5	Year 6
Current Liabilities			
Accounts Payable	\$18,700	\$20,944	\$23,541
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	<b>\$19,000</b>	<b>\$21,280</b>	<b>\$23,919</b>
Long-term Liabilities	\$0	\$0	\$0

TOTAL LIABILITIES	\$15,000	\$16,800	\$18,883
Paid-in Capital	\$30,000	\$30,000	\$31,000
Retained Earnings	\$53,000	\$57,770	\$63,547
Earnings	\$193,400	\$210,806	\$231,887
TOTAL CAPITAL	\$285,000	\$310,650	\$341,715
TOTAL LIABILITIES AND CAPITAL	\$300,000	\$329,280	\$370,440
Net Worth	\$293,400	\$319,806	\$351,787

## 8.6 Business Ratios

Ratio Analysis				
	Year 1	Year 2	Year 3	INDUSTRY PROFILE
Sales Growth	7.25%	8.03%	8.90%	3.00%
Percent of Total Assets				
Accounts Receivable	9.21%	10.20%	11.31%	9.80%
Inventory	5.39%	5.97%	6.62%	9.90%
Other Current Assets	2.11%	2.34%	2.59%	2.40%
Total Current Assets	149.80%	151.00%	152.00%	158.00%
Long-term Assets	11.55%	11.60%	11.64%	12.00%
TOTAL ASSETS	100.00%	100.00%	100.00%	100.00%
Current Liabilities	4.90%	4.94%	4.98%	4.34%
Long-term Liabilities	0.00%	0.00%	0.00%	0.00%
Total Liabilities	7.59%	7.65%	7.72%	7.38%
NET WORTH	100.45%	101.25%	102.19%	110.00%
Percent of Sales				
Sales	100.00%	100.00%	100.00%	100.00%
Gross Margin	94.60%	97.15%	99.87%	99.00%
Selling, General & Administrative Expenses	93.56%	96.09%	98.78%	97.80%
Advertising Expenses	1.52%	1.56%	1.60%	1.40%
Profit Before Interest and Taxes	41.50%	42.62%	43.81%	33.90%
Main Ratios				
Current	34	35	36	32
Quick	33	33.8	34.645	33
Total Debt to Total Assets	0.18%	0.18%	0.17%	0.40%
Pre-tax Return on Net Worth	74.08%	74.89%	75.00%	75.00%
Pre-tax Return on Assets	96.30%	101.12%	106.17%	111.30%
Additional Ratios	Year 1	Year 2	Year 3	
Net Profit Margin	33.56%	34.60%	35.67%	N.A.
Return on Equity	55.80%	57.53%	59.31%	N.A.

Activity Ratios				
Accounts Receivable Turnover	7.7	7.8	7.8	N.A.
Collection Days	100	100	100	N.A.
Inventory Turnover	32.4	34.02	35	N.A.
Accounts Payable Turnover	15.6	16	16.3	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	2.5	2.5	2.6	N.A.
Debt Ratios				
Debt to Net Worth	-0.04	-0.03	-0.04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$244,000	\$257,664	\$272,093	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0.85	0.87	0.89	N.A.
Current Debt/Total Assets	1%	0%	0%	N.A.
Acid Test	29	29.12	29.16	N.A.
Sales/Net Worth	2.1	2.2	2.2	N.A.
Dividend Payout	0	0	0	N.A.