

SUAPP-Blockchain Technology

Platform

Business Plan

October 2018

Legal Page

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1. EXECUTIVE SUMMARY

1.1 MISSION STATEMENT

To create decentralized idea sharing community that will add value to Africa, enhance education and drastically stir up African youths in project development by enabling students to interact and share ideas swiftly and ignite their motivation to learn and develop new skills towards economic growth. This will help them to stand a chance in the world of tomorrow.

1.2 VISION STATEMENT

To become market leader in blockchain technology, idea development and education in Africa

1.3 COMPANY OVERVIEW

The name of the business is SUAPP. SUAPP is a blockchain technology based platform which provides idea sharing platform for students, loyalty rewards for platform users and investors, idea marketplace, crowdfunding, and blockchain technology and crypto tokens. SUAPP aims to resolve issues related to poverty, education, low productivity, technology level and unemployment in Africa. In order to help students, common individuals, professional and business, SUAPP Platform has been developed. DApp ecosystem is a core combination of Education platform, Digital wallet, and Tokenized reward mechanism. The unique benefit behind this ecosystem is crowdfunding for projects development & royalty rewards to every user and investor for their valuable

contribution to the SUAPP platform. Additionally, it can help Africa to grow and develop economically and socially.

1.4 PURPOSE OF THE BUSINESS PLAN AND FEASIBILITY STUDY

Purpose of this document is to provide potential investors with the information necessary to evaluate the merits of the value proposition and the growth strategy of SUAPP, and make plan for investment. Additionally, it will serve as a guide for management in design and development of overall organizational set up. In effect, Business Plan provides complete feasibility analysis of business opportunity to top management, investors, employees, and business partners.

1.5 OUR CORE VALUES

- ✦ **Honesty and integrity:** We always comply with whatever we promise.
- ✦ **Innovation:** We help customers to use our innovative blockchain technology based platform and achieve strategic goals and objectives.
- ✦ **Respect:** We give respect to values of all stakeholders.
- ✦ **Commitment:** We are highly committed to serve long-term interests of customers and society as whole.

1.7 KEY FACTORS TO SUCCESS

- Business model and approach to provide highly idea sharing platform for students, loyalty rewards for platform users and investors, idea marketplace, crowdfunding, and blockchain technology and crypto tokens products and services in Africa.
- Use of technology to create quality services.
- Effective Management Information System and blockchain technology system.
- Maximizing customers' satisfaction through combination of quality idea sharing platform for students, loyalty rewards for platform users and investors, idea marketplace, crowdfunding, and blockchain technology and crypto tokens.
- Approach to use different promotional tools to attract customers.
- Responsive strategy to serve customers effectively.

1.8 OUR GOALS AND OBJECTIVES

- Develop comprehensive organizational system where idea sharing platform for students, loyalty rewards for platform users and investors, idea marketplace, crowdfunding, and blockchain technology and crypto tokens needs of customers can be served.
- Help students, professionals, artists, investors, entrepreneurs and businesses.
- Develop highly secure blockchain technology platform which serves the interests of all customers
- Use brand identity model and develop SUAPP brand.

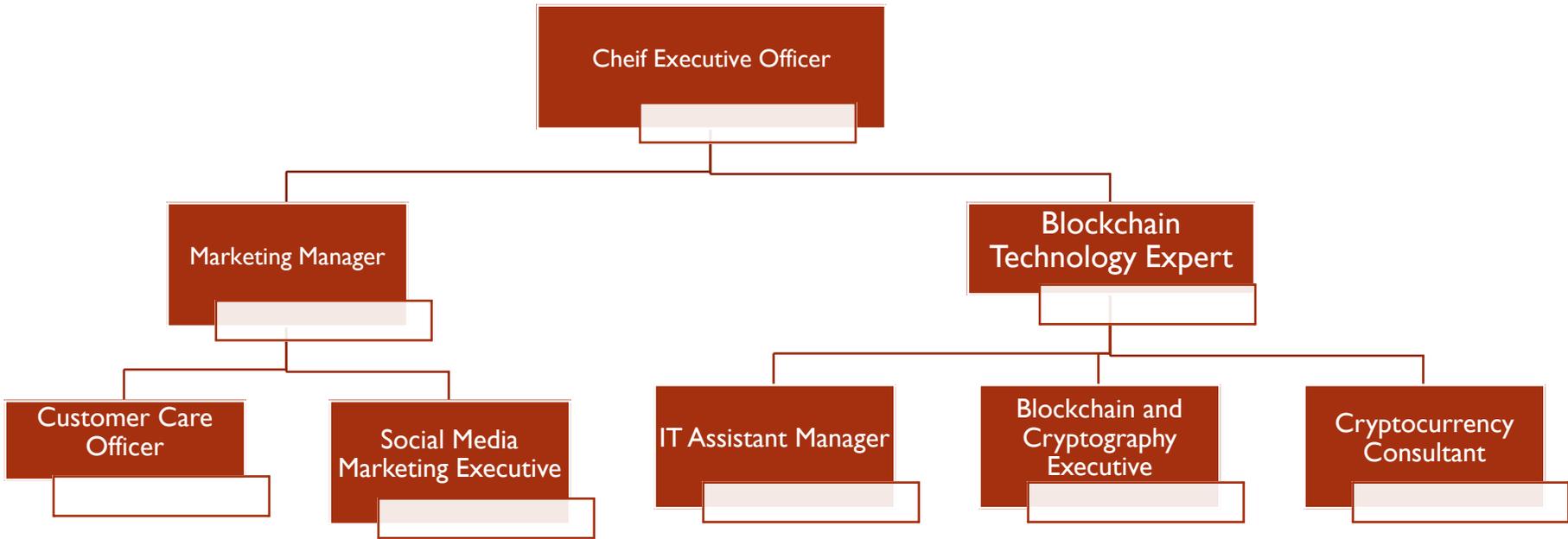
- Use Management Information System to manage information and develop effective relationship with customers.
- Develop effective coordination among all employees so that all employees work together for the growth and development of Company.
- Promote brand through Facebook, Twitter, LinkedIn, Instagram, YouTube, and Vimeo.
- Use road show / events, Tv shows, distribution of freebies & customization of shirt, and wears, and token giveaway to SUAPP platform early adopter to promote products and services of company.
- Use paid promotional options of social media to reach lot of customers and increase brand awareness.
- To gain the competitive edge through offering customized solutions to customers.
- To maintain a sustainable growth and increased profitability.
- Achieve Annual Revenue of \$1m within 3 years
- Achieve minimum 30% profit of total Revenue

2.0 BUSINESS OVERVIEW

2.1 THE MANAGEMENT

Management is the core of any organization. It is not just personnel and individual's resumes but vision, and commitment that lead to success. SUAPP will be led by ABC (Chief Executive Officer and Founder) and other management Team. ABC envisioned and

created the business based on his passion for the industry and desired need to have more control over his future. His goals as business owner are to continue in stimulating the economy by providing quality services, and creating an environment that not only expects hard work and dedication from staff, but it also aim to bring work-life balance.



4.0. PRODUCTS AND SERVICES

SUAPP, a Decentralized Idea Sharing and Reward Blockchain Platform, is introducing Financial Empowerment, Crowdfunding, Loyalty Reward and Idea Sharing to solve common issues among Africans student. SUAPP is an evolution blockchain platform that unites student across Africa with sole aim of sharing innovative ideas that will add value to Africa continent and aid economic growth.

SUAPP DApp ecosystem is a core combination of education platform, Digital wallet, and Tokenized reward mechanism. All the features of SUAPP System are given below

1. **Idea Sharing Platform for Students:** It is a platform for students to share innovative ideas among themselves. These tools mix productivity and creativity, get students to share and collaborate on projects, give and take feedback, annotate, brainstorm, make media, or just hang out. No matter the use, there's tech here that'll show students how collaboration leads to better knowledge building as well as the development of social and emotional skills like teamwork. Idea sharing features of software given below,

- Students can exchange their ideas with each other through SUAPP.
- Customizable forms for capturing ideas.
- Instant messaging features.
- Idea development and suggestion services are shared among students.

2. **Loyalty Rewards for platform users and investors to retain their shares of the tokens:** Loyalty reward program is designed to provide support to users and investors through SUP Token giveaway to motivate investors to HODL and enhance platform users.
3. **Idea Marketplace:** Platform aims to help individuals and organizations in idea development stage where expert professionals from diverse field provide suggestions. It has following features,
 - Online portal to share ideas with professionals and businesses
 - Take suggestions from professionals about idea and its validity
 - Copyrights of idea are protected where no one can use them without approval of creator or owner
4. **Crowdfunding for Projects Development:** Innovative Projects will undergo voting within the community, whereas best project will be listed in the crowdfunding section for community support and donation.
5. **Forum/group** section will allow elite interest in investing in ideas meet/get connected with less privileged students with skills to propel idea. This initiation will spring up new developments in the continent, enhance productivity & reduce poverty level.
6. **Blockchain Technology and Crypto Token:** SUAPP Platform is designed and developed on blockchain technology where Ethereum blockchain ERC20 smart contract will be used for token and blockchain contracts. Blockchain and crypto Token technology has following features,

- Decentralized and secure system
- Leading to a safer and secure ecosystem by providing tamper free environment
- At SUAPP A blockchain is a public ledger that provides information of all the participants and all digital transactions that have ever been executed.
- This technology helps in recording of each transaction and shares it across the network. Every user in the network can validate transactions and has an identical copy of the ledger, to which the encrypted transactions can be added.
- **Crypto-Token: Ethereum blockchain ERC20 smart contract:** Its features are given below,
 - Token contract is a smart contract that contains a map of account addresses and their balances. The balance represents a value that is defined by the contract creator: one token contract might use balances to represent physical objects, another monetary value, and a third the holder's reputation. The unit of this balance is commonly called a token.
 - An ERC-20 token contract is defined by the contract's address and the total supply of tokens available to it, but has a number of optional items that are usually provided as well to provide more detail to users. These are the token's name, its symbol, and the number of decimals.
 - ERC-20 will assist users in following way,
 - ✓ Setting up a Coinbase account
 - ✓ Setting up MyEtherWallet or METAMASK Wallet

- ✓ Buying and sending Ethereum to your new wallet
- ✓ Setting up the smart contract
- ✓ Deploying your contract to the Ethereum Blockchain
- ✓ Verifying your code on Etherscan and adding it to MyEtherWallet or METAMASK Wallet

In this blockchain technology and crypto token are used as for cryptocurrency related transactions through ERC-20.

5.0 MARKET ANALYSIS SUMMARY

5.1. BLOCKCHAIN TECHNOLOGY MARKET

The global blockchain technology market size is expected to reach USD 759 Trillion by 2024, according to a new report by Grand View Research, Inc., registering a 37.2% CAGR during the forecast period. Increasing demand for this technology across financial services, consumer or industrial products, technology, media and telecom, healthcare, transportation, and public sectors is largely responsible for market growth. Blockchain technology works as an electronic transaction-processing and record-keeping system. This allows various participants who are connected to the network, usually public, to track information through a secure network, thereby eliminating the need for any kind of third-party verification. Increasing online transactions, digitization of currency, and secure online payment gateways are few of the major factors expected to fuel demand over the coming years.

5.2. BLOCKCHAIN TECHNOLOGY FOR EDUCATION

In all of the world's developed countries, the field of education is a central focus. This is due to the fact that the future of other important areas, including science, medicine, agriculture, industry and almost all others, is dependent on the country's education levels. An incontestable advantage of blockchain technology most often discussed is that it will make the dematerialization of documents possible. It is also expected to aid in avoiding the risk of losing or falsifying paper documents. Additionally, Paper-based higher education diplomas, school certificates and extra training course certificates get lost and the original can be lost over time. Once put in blockchain, the information about a student's grades and the courses that have been undertaken will not get lost, and it is impossible to change or falsify the information. At the same time, one can easily access this information with the owner's consent.

Putting information about education into blockchain will remove doubt for employers about an employee's level of knowledge. Using blockchain technology for storing information about one's level of education will make faking a diploma impossible. It is effective because it will solve the problem of low qualification levels of doctors, lawyers, engineers, economists and other popular occupations for which a formal education is required. A database can be established, which will include a person's skills, courses or training which have been completed and lectures which have been attended. Thanks to

this database, employers will be able to obtain and filter information about an employee's knowledge quickly and easily, with no doubt as to its relevance or reliability.

5.3. BLOCKCHAIN TECHNOLOGY-FINANCE

As the word suggests, a blockchain is a series of connected blocks, or boxes. Each block contains data involved in a specific transaction. As each transaction occurs, it is stored in a block and added to the chain. Together, the blocks form a distributed database that can hold a growing number of records—a blockchain. But unlike a traditional database, in which information resides in unique repositories across multiple partners and must ultimately be reconciled, the distributed blockchain database creates a single, shared digital ledger. To protect the integrity of data, each block must be validated by every participant and secured using electronic cryptography. Changes cannot be made without the approval of participants. Think of it as having a notary there to verify every transaction. This chronological chain of transactions thus provides a single source of secured, up-to-date information that all authorized parties can share.

The potential benefits for CFOs and their finance teams are compelling. New levels of data transparency, faster access to information and features like “smart contracts” will bring significant changes to financial operations. Among other things, the recent report from KPMG analysts identified the following benefits:

- **Increased efficiency:** A single ledger that's continuously synchronized throughout a network eliminates the need for reconciliations. KPMG research suggests as much as a 40 percent increase in efficiency due to straight-through, "single version of the truth" processing.
- **Reduced loss and fraud:** Immutable records visible to all participants may improve data accuracy and security. This can help reduce the risk of fraud and show compliance through an audit trail.
- **Improved customer experience:** Using blockchain to share information with clients and vendors may allow companies to serve customers more quickly and even find new sales opportunities. KPMG research predicts a 25 percent improvement in customer experience due to faster processing and use of digital channels.
- **Higher availability of capital:** According to KPMG analysis, blockchain technology will reduce capital consumption due to quicker settlement of trades, straight-through processing, and freed-up capital flows.

6.0. CUSTOMER ANALYSIS

6.1. SEGMENTATION AND TARGETING

Choosing right targeted audience plays important role in the success of business. SUAPP targets individuals and organizational customers

- **Individual Customers:** Individuals customers from any city or country of Africa who want to use blockchain technology, finance and idea develop services.
- **Students:** Students from any city or country of Africa who want to learn, share ideas and achieve different educational goals and objectives.
- **Professionals:** Professionals from any field can share their ideas, develop their ideas and raise funds for ideas
- **Organizations:** Organizations which want to utilize potential of SUAPP Platform and raise desired funds.
- **Organizations: Regional Customers:** SUAPP only targets customers in any city or country of Africa.

7.0 STRATEGY AND IMPLEMENTATION

7.1 COMPETITIVE EDGE

- SUAPP has innovative business model where idea sharing platform for students, loyalty rewards for platform users and investors, idea marketplace, crowdfunding, and blockchain technology and crypto tokens products and services are provided to customers.
 - Expert Professionals belonging to blockchain, finance, cryptography, marketing and management fields.
 - Management Information system.
 - Brand process of delivering customized solution to customers.
 - Effective Customer relationship management system.
-

7.2 BUSINESS STRATEGIES

SUAPP has planned to use following business strategies to achieve its strategic aims and objectives,

- **Business Level Strategy:** For Business Level strategy, SUAPP proposes to utilize its competitive advantage of innovative business model which helps it to bring great value to customers. Business model and approach of company idea sharing platform for students, loyalty rewards for platform users and investors, idea marketplace, crowdfunding, and blockchain technology and crypto tokens to cater the needs of individuals and organizations can help it to make lot of revenue and achieve its

strategic aims and objectives. As SUAPP also uses effective management information system to manage flow of information throughout its organization. Therefore, MIS can also help it to bring effective coordination and achieve high level benefit from this resource.

- **Cost Leadership:** SUAPP uses cost effectiveness as important element throughout the organization. And on the basis of cost leadership SUAPP will minimize the expenses not at the cost of quality to provide products and services. Additionally, strategic cost leadership approach of Company is expected to help it out to create great products and services which are always beneficial for environment.

7.3 MARKETING GOALS

- Develop SUAPP brand by creating value for individuals, students, professionals and organizations.
- Achieve monthly, quarterly and annual targets.
- Always comply with defined features idea sharing platform for students, loyalty rewards for platform users and investors, idea marketplace, crowdfunding, and blockchain technology and crypto tokens
- Build a brand image and Marketing Program which should result in higher customer conversion and retention, and business development.
- Innovate and respond to Customer needs.

- Develop brand identity model and impress customers. Brand Identity model of SUAPP relies on brand identity elements. Brand identity elements include innovation, learning, respect, fundraising, flexibility, and fun. On the basis of brand identity model, brand communication is developed.
- Use paid and non-paid social media promotional offers to attract customers.
- Launch Facebook, Twitter, Instagram, and LinkedIn promotional campaigns to reach maximum number of customers.

7.4 MARKETING STRATEGIES

- **Brand Differentiation:** SUAPP uses its innovative approach to differentiate its brand from competitors. For that pursuit it has developed following brand identity model,
 - Brand identity model of SUAPP includes innovation, learning, respect, fundraising, flexibility, and fun. On the basis of brand identity model, SUAPP proposes to differentiate itself from competing firms.
- **Communication and Promotional Strategy:** SUAPP aims to use social media channels as important tool to reach lot of customers and create impact. Social media networks such as Facebook, Twitter, Instagram, LinkedIn and YouTube will help us to convey our message.
- Word of mouth marketing technique will help us to attract lot of customers.

7.5 MARKETING PLAN

We will implement the following marketing plan:

a. PLACEMENT STRATEGY

Placement Strategy of SUAPP relies on the concept of how it will reach and provide products and services to customers. Successful placement strategy of SUAPP relies on the following dynamics and resources

1. **Website, Mobile Application and Blockchain Technology based portal for services:**

Customers can contact us through website and mobile application.

2. **Social media channels:** Facebook, Twitter, Instagram, LinkedIn, and YouTube can be used to attract customers and interact with them.

These are the different tools which company will use to reach its customers and provide services.

b. PROMOTIONAL AND ADVERTISEMENT PLAN

i. **BUSINESS WEBSITE**

A business website serves as the most important tool for marketing. It will bring our clients in contact with us and serve as advertising board for our offerings. Being a very cost-effective tool, it will help SUAPP to find the customers throughout Africa. Its content will reflect business image and identity. Our marketing strategy will result in higher lead generation through content displayed here. SUAPP will use its website as main tool to

reach lot of customers, sell products and services, communicate with customers, and develop brand image.

ii. SEO (Search Engine Optimization)

Search engine optimization (SEO) has to be employed as it will bring SUAPP Website at the top positions in search engine queries on widely used search engines like Google, Yahoo and MSN. In effect, it will enhance the visibility of SUAPP website. It will help us to make our website not only easy to locate but also easy for customers to reach and develop relationship with us. It is most popular form of targeted marketing as it brings people who look for blockchain technology, crowdfunding, cryptocurrency token, idea platform and educational services in Africa. Our web pages shall be optimized on search engine.

iii. Social Media Marketing

Which social media channel shall be used for marketing is a million dollar question. It depends on our target market. SUAPP should use social media marketing channels strategy which will work effectively when it is integrated with various other marketing tactics.

Facebook

Facebook is the most viral social media platform that provides much-targeted audience to business. It provides a perfect opportunity to share and market services, and build customer base.

Facebook offers a place for all formats: texts, videos, and images which mean that possibilities are infinite. In fact, Facebook is currently the social network with the greatest diversity of customers from all over the Africa. SUAPP will create a Facebook page of the business. Through this, we will provide the link of our website. We will also post content related to our unique services features, and benefits to our clients on Facebook.

For better guidance of our customers, we will provide all the necessary information about the website and its features including navigation to the business website, contact details, and working hours.

Twitter

Twitter is unique social media network along with user base of 328m as monthly users where 500million tweets are sent per day. Additionally, Twitter is considered as more professional network than Facebook where professionals and organizations from all over the world can be found easily. These professionals and organizations should be targeted with innovative campaign ideas. There are two ways to promote SUAPP: free and subscriptions mode. Company should use free and subscription mode to attract people.

In free promotion mode, product is promoted through Company Twitter account; and marketing personnel of Company put extraordinary efforts to achieve higher brand recognition. Subscription mode can help SUAPP to reach lot of people through Twitter advertising.

LinkedIn

LinkedIn is professional network, and its monthly and total users' base is 106m and 467m respectively. In addition to that there are a lot of professionals from different organization from Africa and international market which creates opportunity for SUAPP to promote products and services in Africa. SUAPP should use paid advertising as main source to reach desired and selected professionals and businesses at LinkedIn. LinkedIn can help SUAPP to develop effective relationship with customers who are professionals and start working with them. Additionally, LinkedIn is also a great platform to engage customers from all over Africa. As SUAPP proposes to develop effective relationship with customers from all over Africa, therefore LinkedIn is best way to reach lot of customers from Africa.

Instagram

Instagram: Instagram, social network for photos and short videos, can be used to promote products to more than 5million users. Instagram market is perfect place for promoting quality graphic photos and videos material. And SUAPP promotional

campaign should be designed in high quality graphics to reach lot of people and organizations.

YouTube

YouTube: YouTube, world largest video website, is the platform where people from all over the world prefer to watch videos. If SUAPP brand video is placed on YouTube and social media platforms, then users will view it. Considering the quality video production will bring lot of value addition towards Company. Moreover, SUAPP should develop its YouTube Channel and place videos there so that it can take benefits from YouTube and increase sales.

Each social media platform has different ways to promote products and services. Therefore, separate plan should be designed to promote products through each social media channel.

Direct Mailing Program

When targeting clients, SUAPP believes this strategy will give us absolute control over the presentation of our marketing message organizational customers in Brisbane, Australia. It provides us an opportunity to close the deal right. It is not only cost-efficient way, but it can also help SUAPP to achieve quite a level of personalization and

customization as well. When clients open it for a minute or so, it will receive their undivided attention.

8.o. SWOT ANALYSIS

The following analysis highlights the internal strengths and weaknesses of SUAPP, and the opportunities and threats facing the business in our external environment. We must work to improve our areas of weaknesses. Business strengths must be leveraged in order to capitalize on external opportunities as they arise and contingency plans have been formulated in order to deal with threats presented by the environment.

STRENGTHS

- Business model and management information system
 - We have Experts from blockchain, cryptography, IT, marketing and management which help us to provide great services to customers.
 - Have sound and deep knowledge of the customers
 - Effective and implementable business plan
 - Market Reach system: Online system and social media reach
-

WEAKNESSES

- Have limited funds to invest
- New in the market so no brand image

OPPORTUNITIES

- Increasing demand for different blockchain technology
- Increasing demand for education, finance and business ideas development through blockchain technology.
- Rising demand for innovative ways to raise funds through Crowdfunding

THREATS

- Competitors can provide tough time to company.
- New competitor can enter in the market and snatch the market share.

9. FINANCIAL PLAN

Financial Plan covers following sections of SUAPP

9.1. START UP AND CAPITAL EXPENDITURE ANALYSIS

Start-Up Analysis- Capital Expenditure	
Website and Mobile App Complete System	\$ 2,470
Office Furniture	\$ 3,000
Office Supplies	\$ 2,000
Computer System	\$ 2,190
Advance Rent	\$ 2,000
Blockchain Technology-MIS	\$ 2,000
<u>Start Up Assets</u>	<u>\$ 13,770</u>
Company Registration Fees (Including legal Documents)	\$ 200
Office Rooms Set Up	\$ 2,000
Promotion Budget	\$ 1,000
<u>Start Up expenses</u>	<u>\$ 3,200</u>

Cash Requirement For Operations	\$ 50,000
<u>Minimum Investment Target (Including 60% for Cash Requirement)</u>	<u>\$ 42,970</u>
-	-
<u>Loan</u>	<u>\$ -</u>
Investment	\$ 62,970
<u>Desired fundraising</u>	<u>\$ 62,970</u>

9.2. INCOME STATEMENT

Income Statement			
	Year 1	Year 2	Year 3
Revenue	\$ 3,152,489	\$ 4,413,485	\$ 6,178,879
Expenses			
Salaries expenses	\$ 318,000	\$ 333,900	\$ 350,595
Office Rent	\$ 24,000	\$ 25,200	\$ 26,460
Internet Expense	\$ 3,600	\$ 3,780	\$ 3,969
Utility Expenses-Light	\$ 6,000	\$ 6,300	\$ 6,615
Water and Miscellaneous Expense	\$ 18,000	\$ 18,900	\$ 19,845
Promotion Cost	\$ 2,000	\$ 2,100	\$ 2,205
Employees Insurance Expenses	\$ 5,000	\$ 5,250	\$ 5,513
Web Maintenance	\$ 5,000	\$ 5,250	\$ 5,513
Web Server Cost	\$ 12,000	\$ 12,600	\$ 13,230
Start Up Expenses	\$ -	\$ -	\$ -
Depreciation and Amortization Expenses			
Website and Mobile App Complete System	\$ 353	\$ 353	\$ 353
Office Furniture	\$ 375	\$ 375	\$ 375
Office Supplies	\$ 333	\$ 333	\$ 333

Computer System	\$ 365	\$ 365	\$ 365
Blockchain Technology-MIS	\$ 286	\$ 286	\$ 286
Total D&A	\$ 1,712	\$ 1,712	\$ 1,712
Total Expenses	\$ 395,312	\$ 414,992	\$ 435,656
Profit before Interest and Income Taxes	\$ 2,757,177	\$ 3,998,493	\$ 5,743,223
Interest Expenses	\$ -	\$ -	\$ -
Profit Before Taxes	\$ 2,757,177	\$ 3,998,493	\$ 5,743,223
Tax Rate	25%	25%	25%
Taxes (25%)	\$ 689,294	\$ 999,623	\$ 1,435,806
<u>Net Profit</u>	<u>\$ 2,067,883</u>	<u>\$ 2,998,870</u>	<u>\$ 4,307,417</u>
Dividends Rate	20%	20%	20%
Dividend Paid	\$ 413,577	\$ 599,774	\$ 861,483
Retained Earnings	\$ 1,654,306	\$ 2,399,096	\$ 3,445,934

9.3. STATEMENT OF CASH FLOWS

Statement of Cash Flows			
Item	Y1	Y2	Y3
Cash Received			
Cash from Operations			
Cash Sales After COGS	\$ 3,152,489	\$ 4,413,485	\$ 6,178,879
Subtotal Cash from Operations	<u>\$ 3,152,489</u>	<u>\$ 4,413,485</u>	<u>\$ 6,178,879</u>
Beginning Cash Balance	\$ 50,000	\$ 1,706,018	\$ 4,106,826
Sales Tax	\$ -	\$ -	\$ -
Cash In Flow	\$ 3,202,489	\$ 6,119,503	\$ 10,285,705
Expenditures			
Purchase of Long-term and Short-term Assets	\$ -	\$ -	\$ -
Expenditure From Operations			
Employees' Salaries	\$ 318,000	\$ 333,900	\$ 350,595
Office Rent	\$ 24,000	\$ 25,200	\$ 26,460
Internet Expenses	\$ 3,600	\$ 3,780	\$ 3,969
Utility Expenses	\$ 6,000	\$ 6,300	\$ 6,615
Water and Miscellaneous Expense	\$ 18,000	\$ 18,900	\$ 19,845

Promotion Cost	\$ 2,000	\$ 2,100	\$ 2,205
Employees Insurance Expenses	\$ 5,000	\$ 5,250	\$ 5,513
Web Maintenance	\$ 5,000	\$ 5,250	\$ 5,513
Web Server Cost	\$ 12,000	\$ 12,600	\$ 13,230
Start Up Expenses Excluding Promotion	\$ -	\$ -	\$ -
Total Spending on Operations	\$ 393,600	\$ 413,280	\$ 433,944
Additional Cash Spent			
Sales Tax	\$ -	\$ -	\$ -
Income Taxes	\$ 689,294	\$ 999,623	\$ 1,435,806
Principal Payment of Current Borrowing	\$ -	\$ -	\$ -
Interest Rate Payment	\$ -		\$ -
Long-term Liabilities Principal Payment	\$ -	\$ -	\$ -
Dividends (20% of Net Income)	\$ 413,577	\$ 599,774	\$ 861,483
Sub Total Cash Out Flow	\$ 1,496,471	\$ 2,012,677	\$ 2,731,233
Cash Balance	\$ 1,706,018	\$ 4,106,826	\$ 7,554,472

9.4. BALANCE SHEET

Balance Sheet				
Assets	Beg Balance Sheet	Y1	Y2	Y3
Cash	\$ 50,000	\$ 1,711,506	\$ 4,110,602	\$ 7,577,181
Website and Mobile App Complete System	\$ 2,470	\$ 2,117	\$ 1,764	\$ 1,411
Office Furniture	\$ 3,000	\$ 2,625	\$ 2,250	\$ 1,875
Office Supplies	\$ 2,000	\$ 1,667	\$ 1,333	\$ 1,000
Computer System	\$ 2,190	\$ 1,825	\$ 1,460	\$ 1,095
Advance Rent	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
MIS	\$ 2,000	\$ 1,714	\$ 1,429	\$ 1,143
Flucation in Asset Values				
Start Up Expenses Budget	\$ 7,200			
Accumulated Depreciation and Amortization				

Website and Mobile App Complete System		\$ 353	\$ 353	\$ 353
Office Furniture		\$ 375	\$ 375	\$ 375
Office Supplies		\$ 333	\$ 333	\$ 333
Computer System		\$ 365	\$ 365	\$ 365
MIS		\$ 286	\$ 286	\$ 286
Total Accumulated Depreciation and Amortization		\$ 1,712	\$ 3,424	\$ 5,136
Total Assets	\$ 70,860	\$ 1,725,166	\$ 4,124,262	\$ 7,590,841
Liability and Owners Equity				
Notes Payable-Ten Years Loan	\$ -	\$ -	\$ -	\$ -
Total Liability	\$ -	\$ -	\$ -	\$ -
Investment	\$ 70,860	\$ 70,860	\$ 70,860	\$ 70,860
Retained Earning	\$ -	\$ 1,654,306	\$ 4,053,402	\$ 7,519,981
Total Capital	\$ 70,860	\$ 1,725,166	\$ 4,124,262	\$ 7,590,841
Total Liability and Owners Equity	\$ 70,860	\$ 1,725,166	\$ 4,124,262	\$ 7,590,841