

Startup

Category	Line Item	Cost
Legal & Administrative	Business Registration	\$500
Legal & Administrative	Business Insurance	\$1,200
Branding & Marketing	Logo & Branding Package	\$1,500
Branding & Marketing	Initial Marketing Materials	\$800
Branding & Marketing	Website Development	\$2,500
Software & Tools	Project Management Software	\$600
Software & Tools	Accounting Software	\$300
Software & Tools	Design Tools (Canva Pro, Illustrator)	\$360
Equipment & Supplies	Laptop & Tech Accessories	\$2,000
Equipment & Supplies	Event-Day Supplies	\$500
Operations	Travel & Transportation	\$1,500
Operations	Vendor Retainers	\$1,000
Contingency	Fund for Unexpected Expenses	\$2,240
TOTAL START-UP COSTS		\$15,000

Monthly

Category	Line Item	Monthly Cost
Staffing	Freelance Coordinators (as needed)	\$2,000
Software	Software Subscriptions	\$200
Marketing	Ongoing Social Media & Ads	\$500
Operations	Transportation	\$300
Operations	Office & Supplies	\$150
Savings	Contingency & Emergency Fund	\$200
TOTAL MONTHLY COSTS		\$3,350

Revenue

Revenue Stream	Price per Event	# of Events	Annual Revenue
Event Consulting	\$1,000	4	\$4,000
Full-Service Planning	\$6,000	6	\$36,000
Elite Experience Package	\$10,000	4	\$40,000
TOTAL ANNUAL REVENUE		\$80,000	