

**Notably  
Short Term Assumptions  
Fall 2019**

inputs

	Month 1				Month 2				Month 3			
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
	Users/Week	20	40	80	160	320	640	1,000	1,200	1,400	1,600	1,800
Avg Days Between Check	3.5											
<b>Revenues</b>												
<b>Ad Revenue</b>												
Users per Day	5.71	11.43	22.86	45.71	91.43	182.86	285.71	342.86	400.00	457.14	514.29	571.43
Ads Shown per Session	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Ads Shown per day	22.86	45.71	91.43	182.86	365.71	731.43	1142.86	1371.43	1600.00	1828.57	2057.14	2285.71
Click-Through Rate	0.015	0.015	0.015	0.015	0.015	0.015	0.015	0.015	0.015	0.015	0.015	0.015
Revenue Per Click	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10
Revenue Per Day	\$ 0.03	\$ 0.07	\$ 0.14	\$ 0.27	\$ 0.55	\$ 1.10	\$ 1.71	\$ 2.06	\$ 2.40	\$ 2.74	\$ 3.09	\$ 3.43
Days in Week	7	7	7	7	7	7	7	7	7	7	7	7
<b>Total Ad Revenue</b>	\$ 0.24	\$ 0.48	\$ 0.96	\$ 1.92	\$ 3.84	\$ 7.68	\$ 12.00	\$ 14.40	\$ 16.80	\$ 19.20	\$ 21.60	\$ 24.00
Artist Sponsored Ads	\$ -	\$ -	\$ -	\$ -	\$ 15.00	\$ 15.00	\$ 30.00	\$ 30.00	\$ 45.00	\$ 45.00	\$ 60.00	\$ 60.00
Sticker Sales	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 16.00	\$ 16.00	\$ 16.00	\$ 16.00
<b>Total Revenue</b>	\$ 4.24	\$ 4.48	\$ 4.96	\$ 5.92	\$ 26.84	\$ 30.68	\$ 50.00	\$ 52.40	\$ 77.80	\$ 80.20	\$ 97.60	\$ 100.00

**Expenses**

Variable Costs	Month 1:	Month 2:	Month 3:
Heroku Hosting Fee	\$ 7.00 a month per 1000 users	\$ 1.75 a week	\$ 3.50 a week
<b>Total Variable Costs</b>	\$ 7.00 a month per 1000 users	\$ 7.00 total	\$ 14.00 total

**General and Admin**

Adobe Suite	\$ 30.00 a month	\$ 7.50 a week	\$ -	Capital: Sean Presley	\$ 2,000.00
Github Membership Fee	\$ 50.00 a month	\$ 12.50 a week	\$ -	Capital After Up Front Costs	\$ 1,370.00
Stickers	\$ - a month	\$ - a week	\$ 130.00 up front		
<b>Total G&amp;A Exp</b>	\$ 80.00 a month	\$ 20.00 a week			

**Selling Expenses**

Advertising	\$ 50.00 a month	\$ 12.50 a week	\$ 500.00 up front
<b>Total Selling Exp</b>	\$ 50.00 a month	\$ 12.50 a week	

**Notably  
Short Term Income Statement  
Fall 2019**

<b>Revenues</b>												
Ad Revenue	\$ 0.24	\$ 0.48	\$ 0.96	\$ 1.92	\$ 3.84	\$ 7.68	\$ 12.00	\$ 14.40	\$ 16.80	\$ 19.20	\$ 21.60	\$ 24.00
Artist Sponsor Revenue	\$ -	\$ -	\$ -	\$ -	\$ 15.00	\$ 15.00	\$ 30.00	\$ 30.00	\$ 45.00	\$ 45.00	\$ 60.00	\$ 60.00
Sticker Sales	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 16.00	\$ 16.00	\$ 16.00	\$ 16.00
<b>Total Revenue</b>	\$ 4.24	\$ 4.48	\$ 4.96	\$ 5.92	\$ 26.84	\$ 30.68	\$ 50.00	\$ 52.40	\$ 77.80	\$ 80.20	\$ 97.60	\$ 100.00
<b>Variable Costs</b>												
Total Variable Costs	\$ 1.75	\$ 1.75	\$ 1.75	\$ 1.75	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50
<b>Gross Profit</b>	\$ 2.49	\$ 2.73	\$ 3.21	\$ 4.17	\$ 23.34	\$ 27.18	\$ 46.50	\$ 48.90	\$ 74.30	\$ 76.70	\$ 94.10	\$ 96.50
<b>Operating Costs</b>												
G&A	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00
Selling	\$ 12.50	\$ 12.50	\$ 12.50	\$ 12.50	\$ 12.50	\$ 12.50	\$ 12.50	\$ 12.50	\$ 12.50	\$ 12.50	\$ 12.50	\$ 12.50
<b>Total Operating Costs</b>	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50
<b>Net Income</b>	\$ (30.01)	\$ (29.77)	\$ (29.29)	\$ (28.33)	\$ (9.16)	\$ (5.32)	\$ 14.00	\$ 16.40	\$ 41.80	\$ 44.20	\$ 61.60	\$ 64.00
												Net Income
												\$ 110.12

**Notably  
Short Term Balance Sheet  
As of Fall 2019**

Cash Costs	\$ 1,374.00	\$ 1,343.75	\$ 1,313.74	\$ 1,283.97	\$ 1,273.68	\$ 1,262.60	\$ 1,268.44	\$ 1,278.12	\$ 1,315.12	\$ 1,354.52	\$ 1,411.32	\$ 1,470.52
Cash post Operating Costs	\$ 1,339.75	\$ 1,309.74	\$ 1,279.97	\$ 1,250.68	\$ 1,239.60	\$ 1,230.44	\$ 1,240.12	\$ 1,254.12	\$ 1,293.52	\$ 1,335.32	\$ 1,394.52	\$ 1,456.12
<b>Assets</b>												
Cash	\$ 1,339.75	\$ 1,309.74	\$ 1,279.97	\$ 1,250.68	\$ 1,239.60	\$ 1,230.44	\$ 1,240.12	\$ 1,254.12	\$ 1,293.52	\$ 1,335.32	\$ 1,394.52	\$ 1,456.12
AR	\$ 0.24	\$ 0.48	\$ 0.96	\$ 1.92	\$ 3.84	\$ 7.68	\$ 12.00	\$ 14.40	\$ 16.80	\$ 19.20	\$ 21.60	\$ 24.00
<b>Total Assets</b>	\$ 1,339.99	\$ 1,310.22	\$ 1,280.93	\$ 1,252.60	\$ 1,243.44	\$ 1,238.12	\$ 1,252.12	\$ 1,268.52	\$ 1,310.32	\$ 1,354.52	\$ 1,416.12	\$ 1,480.12

<b>Liabilities</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Liabilities</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

<b>Equity</b>													
Capital: Sean Presley	\$ 1,370.00	\$ 1,339.99	\$ 1,310.22	\$ 1,280.93	\$ 1,252.60	\$ 1,243.44	\$ 1,238.12	\$ 1,252.12	\$ 1,268.52	\$ 1,310.32	\$ 1,354.52	\$ 1,416.12	
Net Income	\$ (30.01)	\$ (29.77)	\$ (29.29)	\$ (28.33)	\$ (9.16)	\$ (5.32)	\$ 14.00	\$ 16.40	\$ 41.80	\$ 44.20	\$ 61.60	\$ 64.00	
<b>Total Equity</b>	\$ 1,339.99	\$ 1,310.22	\$ 1,280.93	\$ 1,252.60	\$ 1,243.44	\$ 1,238.12	\$ 1,252.12	\$ 1,268.52	\$ 1,310.32	\$ 1,354.52	\$ 1,416.12	\$ 1,480.12	
	A=L-E	A=L-E	A=L-E	A=L-E	A=L-E	A=L-E	A=L-E	A=L-E	A=L-E	A=L-E	A=L-E	A=L-E	A=L-E
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

**Notably  
Short Term Cash Flows Statement  
Fall 2019**

	Month 1				Month 2				Month 3				
<b>Cash Flows From Operating Activities</b>													
<b>Cash Inflows</b>													
Ad Revenue	\$ -	\$ -	\$ -	\$ -	\$ 0.24	\$ 0.48	\$ 0.96	\$ 1.92	\$ 3.84	\$ 7.68	\$ 12.00	\$ 14.40	
Artist Sponsored	\$ -	\$ -	\$ -	\$ -	\$ 15.00	\$ 15.00	\$ 30.00	\$ 30.00	\$ 45.00	\$ 45.00	\$ 60.00	\$ 60.00	
Sticker Revenue	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 16.00	\$ 16.00	\$ 16.00	\$ 16.00	
<b>Total</b>	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 23.24	\$ 23.48	\$ 38.96	\$ 39.92	\$ 64.84	\$ 68.68	\$ 88.00	\$ 90.40	
<b>Cash Outflows</b>													
Variable Costs	\$ 1.75	\$ 1.75	\$ 1.75	\$ 1.75	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	
Operating Costs	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	\$ 32.50	
<b>Total</b>	\$ 34.25	\$ 34.25	\$ 34.25	\$ 34.25	\$ 36.00	\$ 36.00	\$ 36.00	\$ 36.00	\$ 36.00	\$ 36.00	\$ 36.00	\$ 36.00	
<b>Net Cash</b>	\$ (30.25)	\$ (30.25)	\$ (30.25)	\$ (30.25)	\$ (12.76)	\$ (12.52)	\$ 2.96	\$ 3.92	\$ 28.84	\$ 32.68	\$ 52.00	\$ 54.40	
<b>Cash Flows From Investing Activities</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Cash Flows From Financing Activities</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Weekly Total</b>	\$ (30.25)	\$ (30.25)	\$ (30.25)	\$ (30.25)	\$ (12.76)	\$ (12.52)	\$ 2.96	\$ 3.92	\$ 28.84	\$ 32.68	\$ 52.00	\$ 54.40	

**Notably**  
**Long Term Assumptions**  
**2020-2022**

inputs

	Year 1				Year 2				Year 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Users per Week	3,000	4,000	5,000	6,000	7,000	8,000	9,000	10,000	12,500	15,000	17,500	20,000
Avg Days Between Check	3.5											
<b>Revenues</b>												
<b>Ad Revenue</b>												
Users per Day	857.14	1,142.86	1,428.57	1,714.29	2,000.00	2,285.71	2,571.43	2,857.14	3,571.43	4,285.71	5,000.00	5,714.29
Ads Shown per Sess	4	4	4	4	4	4	4	4	4	4	4	4
Ads Shown per day	3,428.57	4,571.43	5,714.29	6,857.14	8,000.00	9,142.86	10,285.71	11,428.57	14,285.71	17,142.86	20,000.00	22,857.14
Click-Through Rate	0.015	0.015	0.015	0.015	0.015	0.015	0.015	0.015	0.015	0.015	0.015	0.015
Revenue Per Click	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10	\$ 0.10
Revenue Per Day	\$ 5.14	\$ 6.86	\$ 8.57	\$ 10.29	\$ 12.00	\$ 13.71	\$ 15.43	\$ 17.14	\$ 21.43	\$ 25.71	\$ 30.00	\$ 34.29
Days in Quarter	91	91	91	91	91	91	91	91	91	91	91	91
<b>Total Ad Revenue</b>	\$ 549.60	\$ 812.54	\$ 1,020.00	\$ 1,227.43	\$ 1,434.85	\$ 1,642.28	\$ 1,849.71	\$ 2,057.14	\$ 2,498.57	\$ 2,982.86	\$ 3,501.43	\$ 4,020.00
<b>Artist Sponsored Ads</b>												
Ads Shown Per Day	///	///	///	///	7,000	8,000	9,000	10,000	12,500	15,000	17,500	20,000
Revenue Per View	///	///	///	///	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.20
Total Artist Sponsored Rev	\$ 1,080.00	\$ 1,080.00	\$ 1,080.00	\$ 1,080.00	\$ 1,400.00	\$ 1,600.00	\$ 1,800.00	\$ 2,000.00	\$ 2,500.00	\$ 3,000.00	\$ 3,500.00	\$ 4,000.00
<b>Total Revenue</b>	\$ 1,629.60	\$ 1,892.54	\$ 2,100.00	\$ 2,307.43	\$ 2,834.85	\$ 3,242.28	\$ 3,649.71	\$ 4,057.14	\$ 4,998.57	\$ 5,982.86	\$ 7,001.43	\$ 8,020.00
			<b>Yearly Total:</b>	\$ 7,929.56			<b>Yearly Total:</b>	\$ 13,783.99			<b>Yearly Total:</b>	\$ 26,002.85
											<b>Overall Total:</b>	\$ 47,716.40
<b>Expenses</b>												
Variable Costs	\$ 7.00	a month per 1000 users										
Heroku Hosting Fee	\$ 63.00	\$ 84.00	\$ 105.00	\$ 126.00	\$ 147.00	\$ 168.00	\$ 189.00	\$ 210.00	\$ 252.00	\$ 308.00	\$ 350.00	\$ 413.00
Total Variable Costs			<b>Yearly Total:</b>	\$ 378.00			<b>Yearly Total:</b>	\$ 714.00			<b>Yearly Total:</b>	\$ 1,323.00

**Year Three Breakdown**

	Q1			Q2			Capital: Sean Presley	\$ 1,480.12
	Jan	Feb	Mar	Apr	May	Jun		
Users	10,833	11,666	12,500	13,333	14,166	15,000		
Dynos Req	11	12	13	14	15	15		
Total Cost	\$ 77.00	\$ 84.00	\$ 91.00	\$ 98.00	\$ 105.00	\$ 105.00		
	Q3			Q4				
	Jul	Aug	Sep	Oct	Nov	Dec		
Users	15,833	16,666	17,500	18,333	19,166	20,000		
Dynos Req	15	17	18	19	20	20		
Total Cost	\$ 105.00	\$ 119.00	\$ 126.00	\$ 133.00	\$ 140.00	\$ 140.00		

**General and Admin**

Adobe Suite	\$ 30.00	a month	\$ 90.00	a quarter
Github Membership Fee	\$ 50.00	a month	\$ 150.00	a quarter
Stickers	\$ -	a month	\$ -	a quarter
<b>Total G&amp;A Exp</b>	\$ 80.00	a month	\$ 240.00	a quarter

**Selling Expenses**

Advertising	\$ 50.00	a month	\$ 150.00	a quarter
<b>Total Selling Exp</b>	\$ 50.00	a month	\$ 150.00	a quarter

**Notably**  
**Short Term Income Statement**  
**2020-2022**

<b>Revenues</b>													
Ad Revenue	\$ 549.60	\$ 812.54	\$ 1,020.00	\$ 1,227.43	\$ 1,434.85	\$ 1,642.28	\$ 1,849.71	\$ 2,057.14	\$ 2,498.57	\$ 2,982.86	\$ 3,501.43	\$ 4,020.00	
Artist Sponsor Revenue	\$ 1,080.00	\$ 1,080.00	\$ 1,080.00	\$ 1,080.00	\$ 1,400.00	\$ 1,600.00	\$ 1,800.00	\$ 2,000.00	\$ 2,500.00	\$ 3,000.00	\$ 3,500.00	\$ 4,000.00	
<b>Total Revenue</b>	\$ 1,629.60	\$ 1,892.54	\$ 2,100.00	\$ 2,307.43	\$ 2,834.85	\$ 3,242.28	\$ 3,649.71	\$ 4,057.14	\$ 4,998.57	\$ 5,982.86	\$ 7,001.43	\$ 8,020.00	
<b>Variable Costs</b>													
Total Variable Costs	\$ 63.00	\$ 84.00	\$ 105.00	\$ 126.00	\$ 147.00	\$ 168.00	\$ 189.00	\$ 210.00	\$ 252.00	\$ 308.00	\$ 350.00	\$ 413.00	
Gross Profit	\$ 1,566.60	\$ 1,808.54	\$ 1,995.00	\$ 2,181.43	\$ 2,687.85	\$ 3,074.28	\$ 3,460.71	\$ 3,847.14	\$ 4,746.57	\$ 5,674.86	\$ 6,651.43	\$ 7,607.00	
<b>Operating Costs</b>													
Selling	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	
G&A	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	
<b>Total Operating Costs</b>	\$ 390.00	\$ 390.00	\$ 390.00	\$ 390.00	\$ 390.00	\$ 390.00	\$ 390.00	\$ 390.00	\$ 390.00	\$ 390.00	\$ 390.00	\$ 390.00	
<b>Net Income</b>	\$ 1,176.60	\$ 1,418.54	\$ 1,605.00	\$ 1,791.43	\$ 2,297.85	\$ 2,684.28	\$ 3,070.71	\$ 3,457.14	\$ 4,356.57	\$ 5,284.86	\$ 6,261.43	\$ 7,217.00	
												\$ 40,621.40	
												Net Income:	\$ 40,621.40

**Notably**  
**Short Term Balance Sheet**  
**2020-2022**

Cash	\$ 2,921.18	\$ 4,120.72	\$ 5,455.29	\$ 6,924.87	\$ 8,849.44	\$ 11,109.01	\$ 13,703.58	\$ 16,633.15	\$ 20,388.86	\$ 24,958.29	\$ 30,361.72	\$ 36,578.86
Cash post Operating Costs	\$ 2,468.18	\$ 3,646.72	\$ 4,960.29	\$ 6,408.87	\$ 8,312.44	\$ 10,551.01	\$ 13,124.58	\$ 16,033.15	\$ 19,746.86	\$ 24,260.29	\$ 29,621.72	\$ 35,775.86
<b>Assets</b>												
Cash	\$ 2,468.18	\$ 3,646.72	\$ 4,960.29	\$ 6,408.87	\$ 8,312.44	\$ 10,551.01	\$ 13,124.58	\$ 16,033.15	\$ 19,746.86	\$ 24,260.29	\$ 29,621.72	\$ 35,775.86
AR	\$ 188.54	\$ 240.00	\$ 291.43	\$ 342.85	\$ 394.28	\$ 445.71	\$ 497.14	\$ 548.57	\$ 642.86	\$ 771.43	\$ 900.00	\$ 1,062.86
<b>Total Assets</b>	\$ 2,656.72	\$ 3,886.72	\$ 5,251.72	\$ 6,751.72	\$ 8,706.72	\$ 10,996.72	\$ 13,621.72	\$ 16,581.72	\$ 20,389.72	\$ 25,031.72	\$ 30,521.72	\$ 36,838.72
<b>Liabilities</b>												
<b>Total Liabilities</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Equity</b>												
Capital: Sean Presley	\$ 1,480.12	\$ 2,468.18	\$ 3,646.72	\$ 4,960.29	\$ 6,408.87	\$ 8,312.44	\$ 10,551.01	\$ 13,124.58	\$ 16,033.15	\$ 19,746.86	\$ 24,260.29	\$ 29,621.72
Net Income	\$ 1,176.60	\$ 1,418.54	\$ 1,605.00	\$ 1,791.43	\$ 2,297.85	\$ 2,684.28	\$ 3,070.71	\$ 3,457.14	\$ 4,356.57	\$ 5,284.86	\$ 6,261.43	\$ 7,217.00
<b>Total Equity</b>	\$ 2,656.72	\$ 3,886.72	\$ 5,251.72	\$ 6,751.72	\$ 8,706.72	\$ 10,996.72	\$ 13,621.72	\$ 16,581.72	\$ 20,389.72	\$ 25,031.72	\$ 30,521.72	\$ 36,838.72

