Get Fit!, Inc.

Business Plan

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Mission Statement

Get Fit! was created to rally communities, to promote and encourage the inner explorer of our patrons, to venture through life conquering, and mastering obstacles with true grit and purpose.

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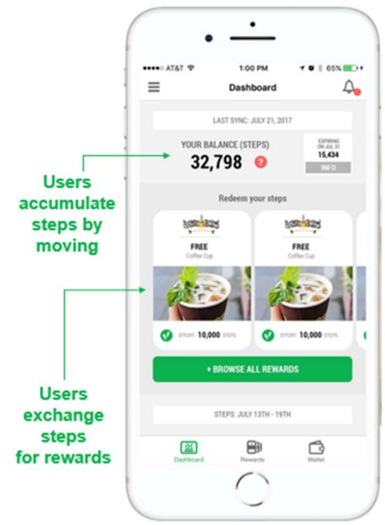
Executive Summary

Get Fit!, Inc. ("the Company") is a new gym that will incorporate wearable devices and fitness technology. The forward-looking fitness center will incorporate the way modern society interacts with technology to create a unique community-oriented business in Plano, TX. Get Fit! will provide each new member with personal wearable devices that include a durable training band and associated app, which will help to motivate and monitor activity and record health data, among other attributes, while enhancing speed, performance, and agility. The Get Fit!, gym, online platform and mobile app will also help to spur social connectivity with an increase in activity through individual and group challenges, alerts, and prompts to reach health goals.



Get Fit! will meet a need locally with programs for elite athletes and professional teams as well as fitness novices who are just getting in shape. This is a growing market in which Get Fit! will be an early mover. The market for personal tracking devices, for example, will reach an estimated $3.5 billion by 2028 and is part of the much larger $18 billion market for wearables and location-based services. In addition, revenue at gyms nationally topped $34 billion in 2023, up from $30 billion in 2018, and revenue is expected to grow for the next several years.

The Get Fit! business model will also partner with multiple local businesses to increase mutually beneficial revenue opportunities. With the Get Fit! app, customers will be delivered directly to local merchants' brick and mortar locations as well as to other local wellness providers who will provide discounts or rewards when fitness goals are met. Simultaneously, these merchants around Plano and throughout DFW will send their customers to Get Fit! for their fitness needs. The result will be recreational services, spa services, yoga, personal training, and related wellness products and services thriving in the Get Fit! ecosystem.

Get Fit! will market to all surrounding businesses, large corporations, and nearby residents. The location on busy Custer Rd., in a high-traffic shopping center, is surrounded by a growing and affluent population. Within just five miles from there, there is a population of more than 300,000 residents, including 116 households, with an average household income that exceeds $98,000. There are also more than 200,000 employees within five miles every day. The new gym will be near countless other businesses, government offices, schools, and sports facilities. Being highly unique and exciting in the area will help draw customers from all around.

The founder of Get Fit!, Brian Butler, is a longtime area resident and business owner who is well-connected in the fitness community here. His goal is to develop Get Fit! into a marquee brand that can expand throughout DFW and beyond. To reach these goals, Mr. Butler is investing $50,000, and a loan of $350,000 is currently being sought for startup expenses.

Objectives

- Obtain funding for new operations
- Continually grow local customer base and online sales
- Become known as the top fitness and wellness center in the region
- Create a marquee brand that is expandable
- Gain widespread recognition and develop ancillary services and proprietary products to capitalize on the Get Fit! brand
- Grow to include other locations, whether company-owned or franchised

Keys to Success

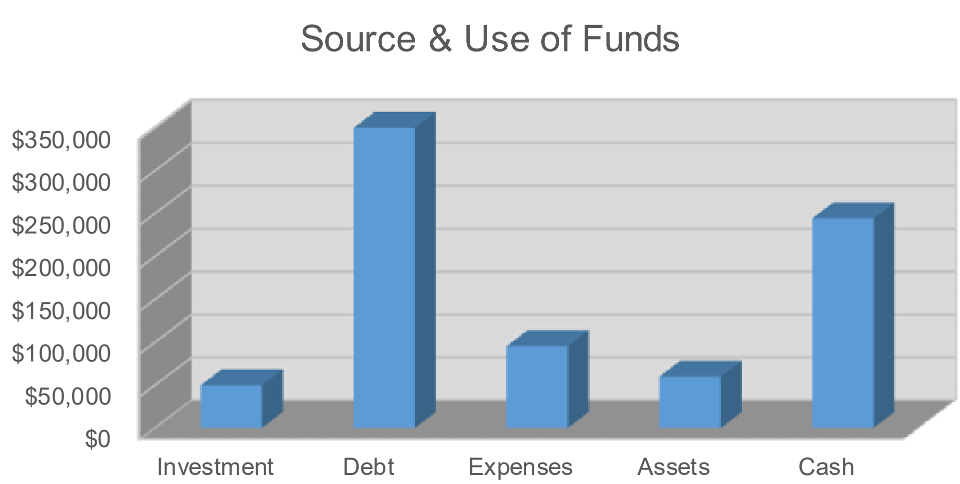
- Offer the most comprehensive training facility and a full spectrum of training services
- Be innovative in every aspect, including fitness-tracking device usage
- Offer the most up-to-date, best maintained, most comfortable, and cleanest facility in the local market
- Provide the best equipment available in the industry
- Have the very best trained, experienced, and professional personnel
- Cross-promote Get Fit! with other health/wellness services
- Expand products and services offered while operating a lean, profitable company

Pre-Operating Source and Use of Funds

Pre-Operating Use of Funds	
Expenses	
Marketing & Advertising	$30,000
Travel & Entertainment	$3,000
Legal & Accounting	$750
Professional Services	$2,200
Consultants	$1,500
Rent Deposit	$6,000
Research & Development	$30,000
Staff/Payroll	$20,000
Fees/Dues/Subscriptions	$600
Office Supplies	$1,500
Total Expenses	**$95,550**
Assets	
Inventory	$0
Property	$0
Equipment	$50,000
Other Long-Term Assets	$10,000
Total Assets	**$60,000**
Total Use of Funds	**$155,550**

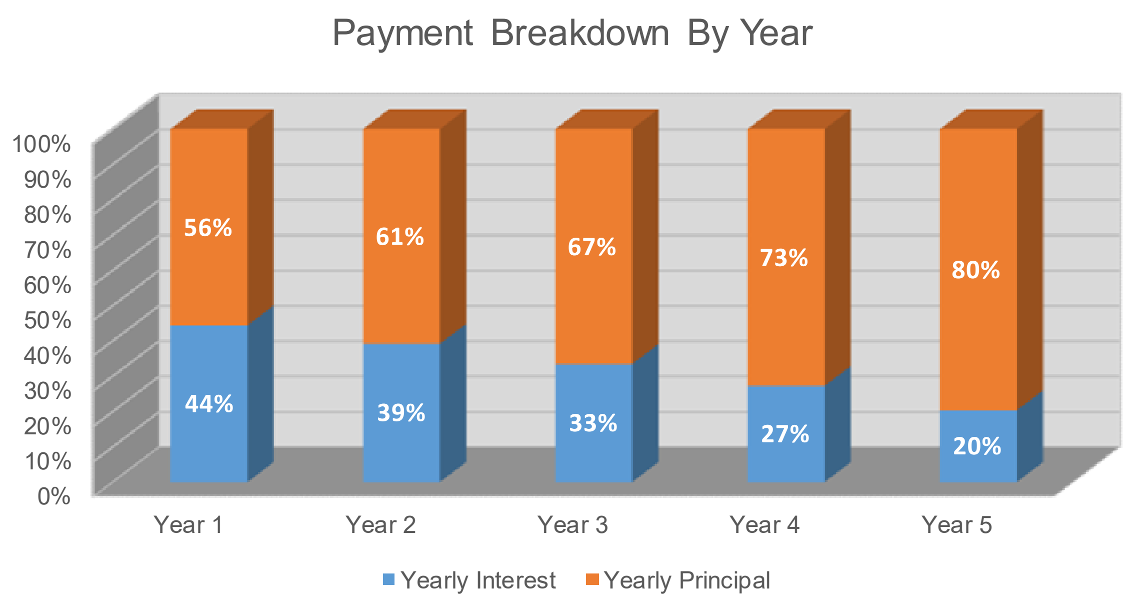
Pre-Operating Source of Funds	
Investment	
Owner	$50,000
Investor	$0
Total Investment	**$50,000**
Debt	
Current Debt	$0
Long-Term Debt	$350,000
Total Debt	**$350,000**
Total Source of Funds	**$400,000**

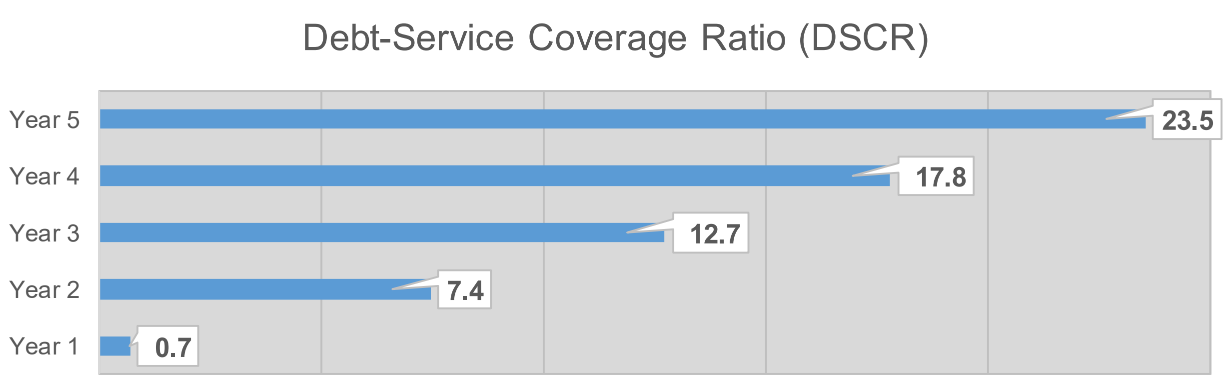
Total Source & Use of Funds	
Total Source of Funds	$400,000
Total Use of Funds	$155,550
Month 1 Starting Cash	**$244,450**



Debt Overview

Debt Overview					
	Year 1	Year 2	Year 3	Year 4	Year 5
Starting Balance	$350,000	$312,400	$271,273	$226,288	$177,083
Yearly Interest	$29,974	$26,447	$22,589	$18,369	$13,753
Yearly Principal	$37,600	$41,127	$44,985	$49,205	$53,821
Total Payments	$67,574	$67,574	$67,574	$67,574	$67,574
Ending Balance	$312,400	$271,273	$226,288	$177,083	$123,262



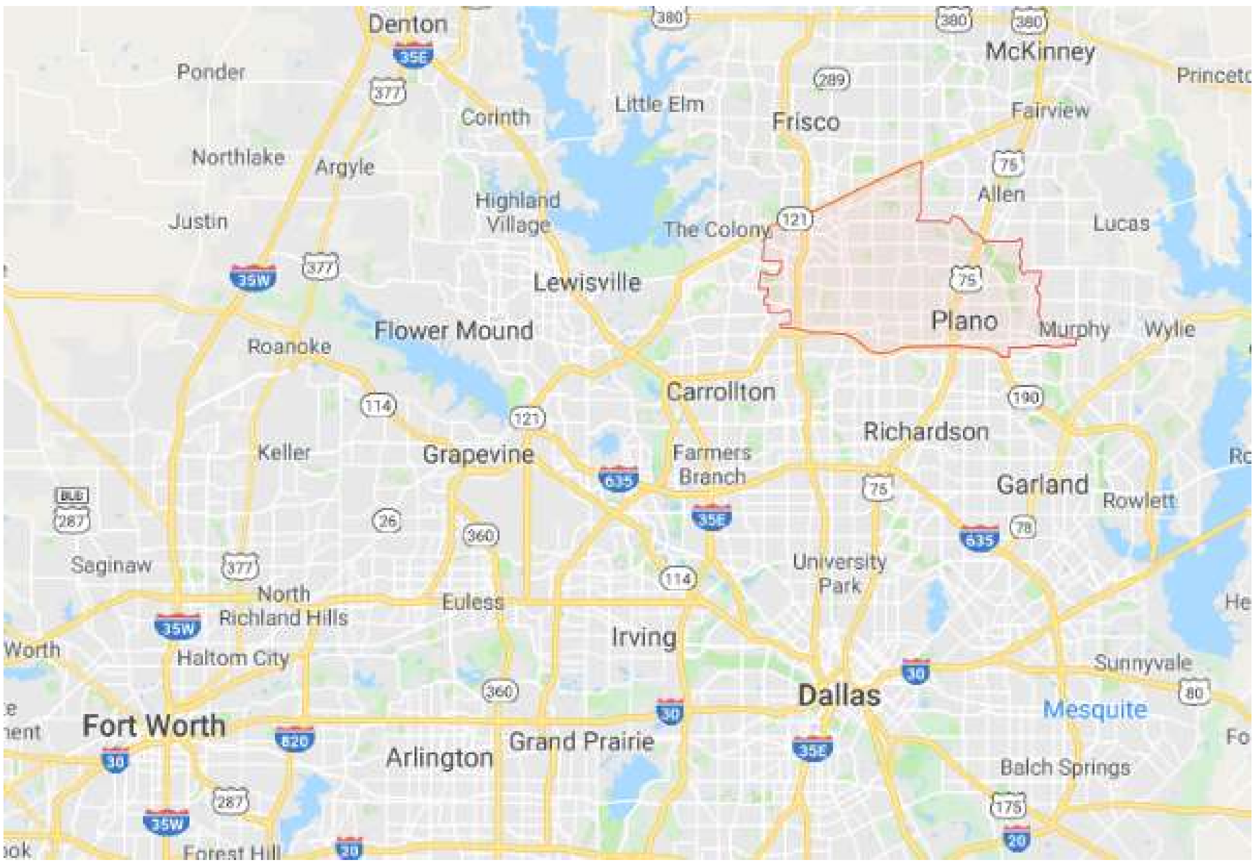


Company Summary

Get Fit! is a Texas S-Corp that was founded in December 2023 for the purpose of opening the flagship Get Fit! gym in the Dallas area.

Company Location

Get Fit!'s location in Plano places it in proximity to one of the largest and fast-growing metro areas in the United States, including many large corporations and health-related firms with which it can partner.



Company Ownership

The Company is owned by Jim Smith (45%), Susan Miller (30%), David Moran (15%), and Chris Lemelle (10%).

Products and Services

Get Fit! is a high-end gym and wellness provider that will incorporate state-of-the-art wearable tracking products into all aspects of operations, which coupled with a smartphone, are able to capture the location, movement, and proximity to friends in the environment immediately surrounding the user. Among the many benefits and features of the Get Fit! gym include:

- A tangible personal connection to health and fitness
- Proximity feature for connecting with friends, teammates, and family, etc.
- Downloadable data for the wearer, parents, coaches, and/or healthcare providers
- Fully customizable based on age, tracking needs, and intended use

Get Fit! will establish itself with an innovative fitness brand that has extensive facilities, a comprehensive collection of classes, unique services, and a community-oriented approach to business. The Company's services are also tailored to meet a variety of needs of all age groups, young and old, from general wellness and sport-specific training of individuals and groups in areas such as skills-enhancement, agility, and endurance. Whether members are looking for a fitness starting point, trying to take an already-toned body to the next level, or seeking a place to train for specific events, they find can it at Get Fit!. There will be various membership levels that range from the individual to family and corporate. These include:

- Bronze: $59
- Silver: $89
- Gold: $129
- Platinum: $159

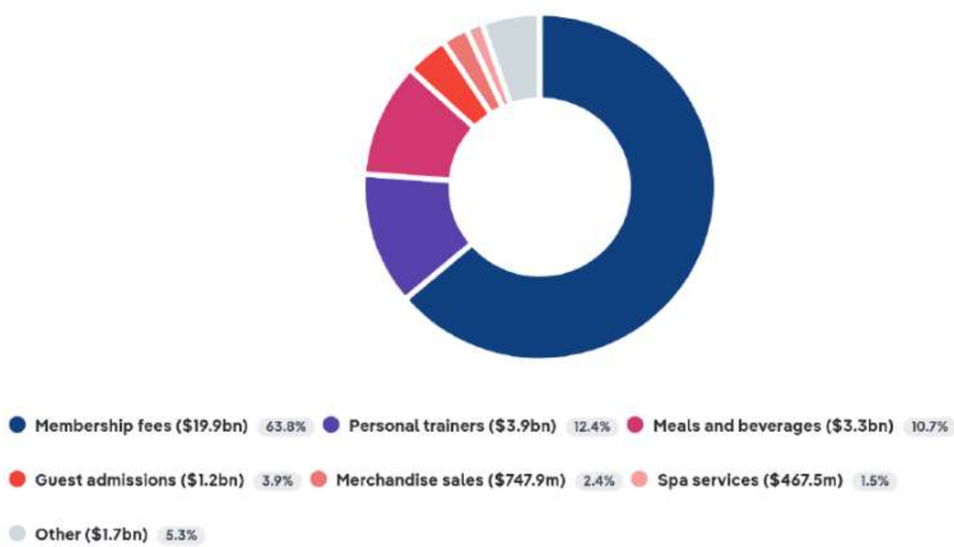
The bulk of Get Fit!'s square footage is dedicated to functional fitness. Traditional gyms tend to have fitness floors filled with outdated equipment that is often underused and overlooked. Sonoma Fit prides itself on being at the forefront of technological advancements in the fitness industry. Equipment is the best on the market, not only in terms of quality but also what is scientifically proven to work best in helping our members to gain and maintain optimal health. Get Fit!'s selectorized machines, TRX training station, 40-yard indoor turf field, Olympic lifting rig and cardio equipment are all designed to improve strength, flexibility, and mobility, which are key factors in maintaining health over time.

The amenities at Get Fit! will also include state-of-the-art locker rooms with showers and towel service, as well as childcare and retail space providing drinks, snacks, and apparel. Small group training, one-on-one personal training, sports-specific athletic training, senior classes, and kids programming are also available. These are all additional revenue sources for Get Fit!.

Market Analysis

The market for health and wellness products and services in the United States has experienced substantial growth in recent years. The market is being driven by an increasing emphasis on holistic wellness products and services among professionals, as well as the massive size of the baby boomer population who want to remain healthy well into their senior years. This has resulted in a spike in sales of products and services.

The market for health and fitness centers has remained strong and growing during the past decade, according to a report from IBISWorld, which states that, "The number of adults aged 20 to 64, the largest gym-going demographic, has grown, spurring demand for gym memberships over the five years to 2023. Over the five years to 2028, many baby boomers are expected to sign up for health club memberships, as they grow more health-conscious due to their age. Consequently, industry revenue is forecast to grow over the next five years." Industry revenue and a breakdown of earnings by category are below.[1]



Employment of athletic trainers is expected to grow by 23% by 2032, according to the U.S. Bureau of Labor Statistics (BLS). "Sports programs at all ages and for all experience levels will continue to create demand for athletic trainers," states the BLS. "Additionally, advances in injury prevention and detection and more sophisticated treatments are projected to increase the demand for athletic trainers." Employment is projected to reach 34,100 in 2032, up from 27,800 in 2023.[2]

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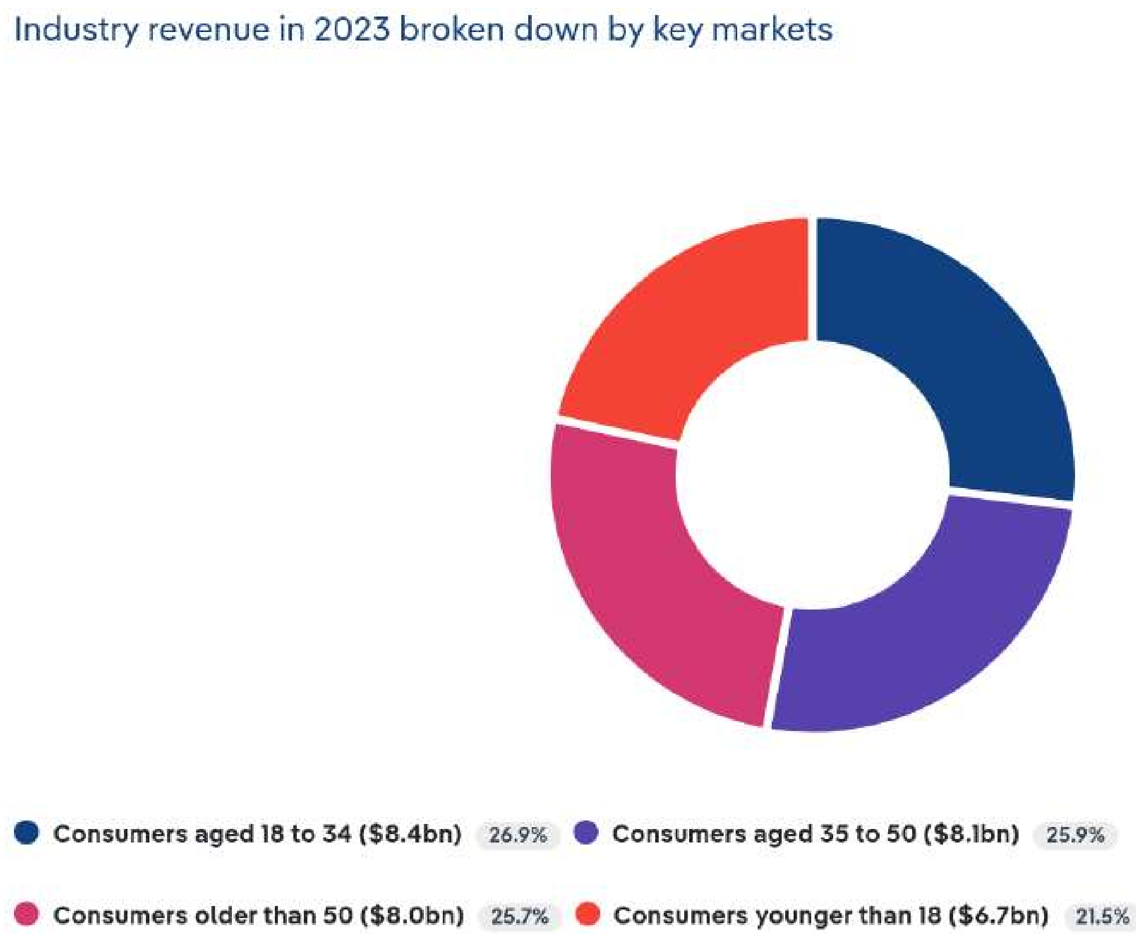
[1] IBISWorld. "Gym, Health, & Fitness Clubs." Feb. 2024. http://www.ibisworld.com/industry/default.aspx?indid=1655

[2] BLS. "Occupational Outlook Handbook: Athletic Trainers." http://www.bls.gov/ooh/healthcare/athletic-trainers.htm#tab-6

Market Segmentation

Everyone can benefit from Get Fit!'s training and fitness services. They will come to the Company because they lack the time, knowledge, motivation, and accountability to achieve fitness and/or weight loss results on their own.

Major market segments are shown as follows, with consumers 18-34 the largest group, followed by those 35-50.

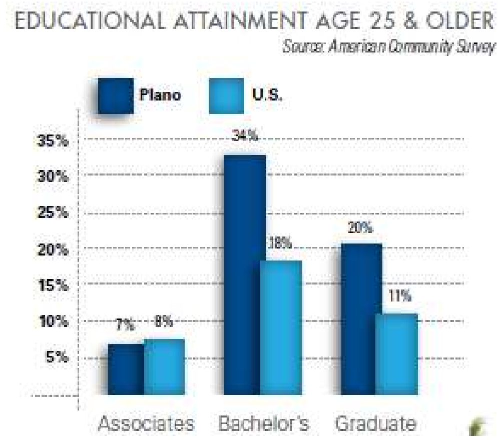


With that said, the target market includes a wide range of individuals in the local and surrounding area.

Clients will be people of all ages, though mid-income and above professionals are a large part of the local demographic and will be a major focus.

Location and Demographics Summary

Plano has a large and affluent customer base, including a very high education attainment, as shown here. This area is surrounded by a very fast-growing population in Collin County and throughout DFW.



Get Fit! will also benefit from the numerous large businesses located in Plano, including the headquarters of Toyota North America, Pepsi, Frito-Lay, Dr. Pepper Snapple, Cigna, Ericsson, JC Penny, Rent-A-Center, Cinemark, and others.[3]

The market here is outlined further below.[4]

U.S. Census Bureau American Communities Survey		
Fact	Plano, Texas	Collin County, Texas
Population estimates, 2023	286,143	969,603
Population estimates base, 2023	259,857	782,189
Population, percent change - 2023	10.10%	24.00%
Persons under 5 years, percent	5.50%	6.30%
Persons under 18 years, percent	23.40%	26.30%
Persons 65 years and over, percent	12.10%	10.70%
Female persons, percent	50.90%	50.80%
Households, 2023	105,806	323,905
Persons per household, 2023	2.65	2.81
Median household income	$88,578	$90,124
Total business establishments	30,567	82,009

The only other gyms in this area are the standard gyms – 24 Hour Fitness, Planet Fitness, Orange Theory, Apex Anytime Fitness, Lifetime Fitness, and the YMCA.

Get Fit! will compete well against all of these gyms as a technology-focused facility with numerous classes, personal and elite training mixed with a full gym and benefits at regional businesses.

Get Fit! will also offer a community aspect that most gyms do not have, making it a sought-after new venue in Plano.

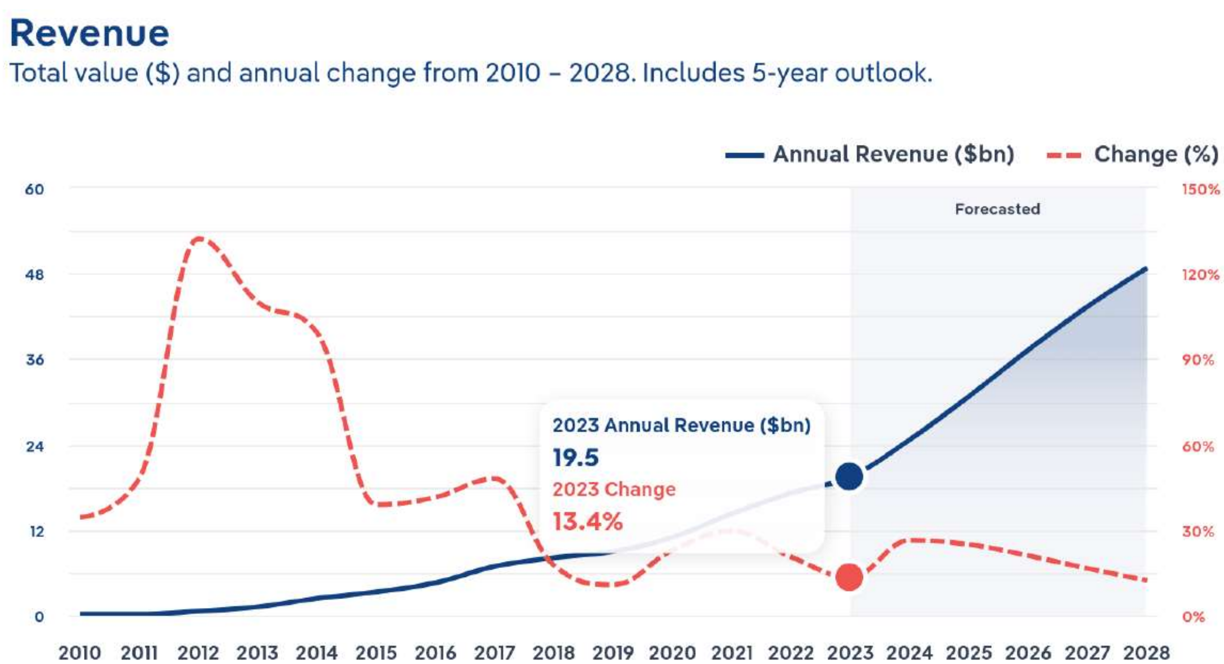
[3] City of Plano. "Economic Development Community Profile." http://tx-planoed.civicplus.com/DocumentCenter/Home/View/587
[4] Census.gov

Industry Summary

This industry operates fitness and recreational sports facilities that feature exercise and other active physical fitness conditioning or recreational sports activities, such as swimming, skating or racquet sports. Operators are also involved in facilities management and fitness instruction.[5]

Revenue	Employees	Businesses
$19.5bn	**6,829**	**514**
'18-'23 ↑ 19.3 %	'18-'23 ↑ 19.7 %	'18-'23 ↑ 22.8 %
'23-'28 ↑ 20.1 %	'23-'28 ↑ 21.3 %	'23-'28 ↑ 22.6 %

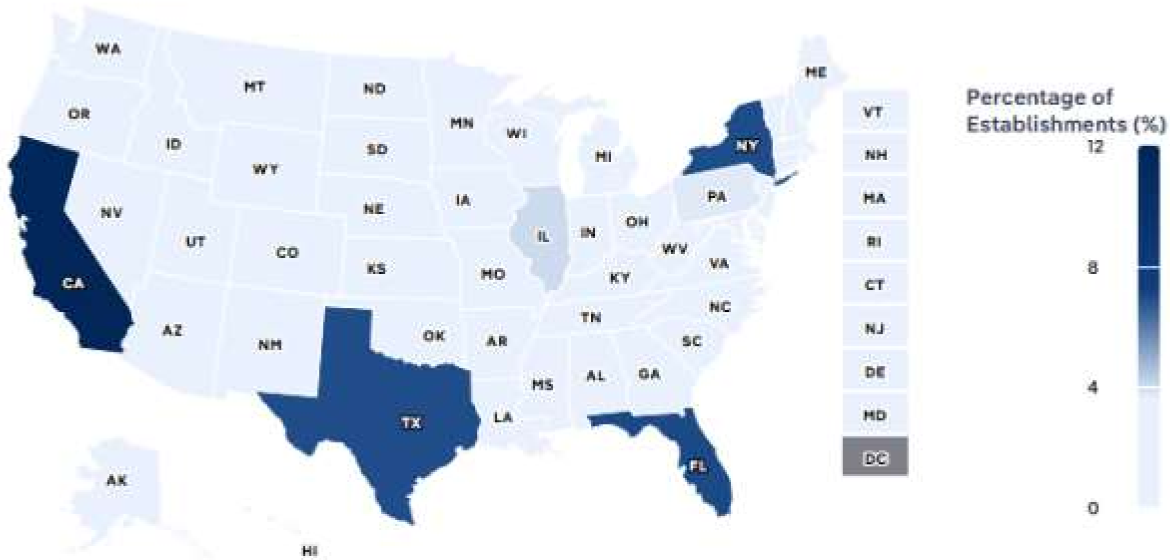
Profit	Profit Margin	Wages
$5.2bn	**26.8%**	**$975.0m**
'18-'23 ↑ 23.5 %	'18-'23 ↑ 4.3 pp	'18-'23 ↑ 22.2 %
		'23-'28 ↑ 21.0 %



Warmer temperatures and favorable climates push establishment growth toward areas where climate conditions are warmer year-round. The consistency in the weather typically allows

5 IBISWorld. "Gym, Health, & Fitness Clubs." Feb. 2024. http://www.ibisworld.com/industry/default.aspx?indid=1655

consumer activity to flourish, benefiting the industry. Large population hubs score big, with industry clubs encouraged to open facilities in or near areas with extensive populations. As the region is more densely populated, the availability of a larger consumer base bodes well for establishments and new entrants into the industry.



Year	Revenue ($ Million)	IVA ($ Million)	Establishments (Units)	Enterprises (Units)	Employment (Units)	Wages ($ Million)
2018	8,085.7	5,758.4	245	184	2,777	357.2
2019	8,961.4	5,684.4	270	198	2,953	406.2
2020	11,021.1	7,936.3	333	257	3,169	456.7
2021	14,286.5	9,846.0	460	349	4,811	692.0
2022	17,220.0	11,554.9	562	427	5,845	839.4
2023	19,530.3	13,366.0	675	514	6,829	975.0
2024	24,691.8	17,093.9	844	642	8,587	1,227.4
2025	30,831.1	21,529.4	1,041	792	10,638	1,523.0
2026	37,290.3	25,659.9	1,273	969	12,916	1,847.7
2027	43,440.4	29,749.6	1,548	1,182	15,373	2,189.7
2028	48,777.4	32,898.1	1,853	1,421	17,903	2,532.0
2029	53,963.8	36,115.7	2,177	1,676	20,412	2,869.6

Marketing Strategy & Implementation

A well-rounded approach to marketing will promote Get Fit! to a diverse customer base. The Get Fit! website will be extensively developed and be the public face for the Company, showcasing the gym's mission, unique technology, and types of services. Marketing tactics are further outlined below:

Internet Marketing:

- **SEO**: The gym business lends itself well to search engine optimization (SEO), because fitness and new workout options are major topics of discussion for people on internet forums, social media platforms, and sites like Yelp. If someone Googles "gyms," "wellness centers," "community fitness" or similar terms from a local IP address or mobile phone, the Get Fit! website will ideally have prominent placement.
- **Social media**: Get Fit! will have social media links, e.g. Facebook, Instagram, and others, where consumers can share the Company's info within their social networks. The quality of the facilities, its innovative services, and its reputation will be leveraged through social media platforms as a means to attain brand recognition and high-quality leads.
- **SMO**: Social media optimization (SMO) will include maintaining the above-named social media sites for mobile and local search. Other social networking sites, such as LinkedIn, Living Social, FourSquare, Meetup, or Pinterest, are popular ways to share information as well.
- **E-mail marketing**: Get Fit! will engage with customers to sign up for an email list that will promote specials and announce new features of the gym, upcoming new services, openings of new locations, and more.
- **PPC/CPM**: Get Fit! will potentially use a pay-per-click (PPC) and CPM (cost-per-thousand impressions) campaign that advertises the Company and its services along the sidebars of search engines and on relevant websites with text and banner ads for the above-mentioned terms and other pertinent searches.
- **Google My Business:** The Company will set up a free business page on Google. This is a simple and effective way to increase online visibility and makes it possible for Get Fit! to advertise hours of operation, reviews, location, and contact information.
- **Geofence Marketing:** The Company will use geo-fencing, which markets to customers who physically go through a pre-determined location-based "fence" area. When a person goes through this "fenced" area their mobile device is triggered, and they are sent incentives or information about Get Fit!. This will include individuals in Plano as well as those residing in smaller outlying towns.
- **Online Directories:** Get Fit! will be listed in online directories and review sites like Yelp to enhance SEO and reduce PPC spending.

Traditional Marketing:

- **Print Media**: Purchasing ads in appropriate newspapers and other publications is a cost-effective way of marketing to reach consumers in towns all across the target demo.
- **Print Collateral:** Get Fit! will use product catalogs, brochures, flyers, and business cards**,** as well as direct mail postcards that will be sent to potential residential and business customers in the region.
- **Radio:** Ads in key markets will be placed to promote Get Fit! and its facilities.
- **Relationship Marketing:** This strategy will allow the Company to focus on customer-building. Enhancing existing relationships with customers and improving customer loyalty. This will be extended to local businesses as well. Building a strong relationship with local businesses allows for more referrals.
- **Transactional Marketing:** This marketing strategy will allow the Company to upsell products to existing or new customers while they are in the gym. Ensuring that staff is completely knowledgeable about the products and services, special deals or promotions, will allow them to persuade customers to increase their purchases.
- **Public Relations:** Free publicity can often be generated by creating and sending out press releases to newspapers, TV news stations, magazines, and websites. These can generate awareness of Get Fit! and its innovative gym and fitness systems.

Company Milestones

- **Year 1**: Hiring well-connected salespeople to establish immediate sales pipeline.
- **Year 3**: Having robust membership levels, fully booked training sessions and seeking expansion to multiple locations.
- **Year 5**: Have a presence in multiple states, all initial loans paid off and seeking further expansion.

SWOT Analysis

The following is a summary of the Company’s strengths, weaknesses, opportunities, & threats.

STRENGTHS

- Innovative GPS-enabled devices and programs for all age levels
- Competitively priced gym with unmatched amenities
- Founders with extensive fitness and biz dev backgrounds
- Great location near large and affluent customer base

WEAKNESSES

- New business with no current brand recognition
- High overhead for startup
- In need of skilled employees for key positions

OPPORTUNITIES

- Using tech-forward services to attract high-end clientele
- Fast-growing region with need for new service providers
- Expanding in-house services and using contractors to grow revenue

THREATS

- Existing gyms, though none with the services of Get Fit!
- Marketing-heavy efforts needed to grow sales in each market

Management Summary

Brian Butler, President & Lead Financial Modeler

Brian Butler is the founder of Butler Consultants. He is the lead financial modeler and consultant, leveraging a background in business and financial analysis. His many qualifications and experience make him a sound leader and extraordinary financial modeler. He excels at preparing financial projections for start-up and existing businesses, including the creation of income statements, cash flows, balance sheets, sales forecasts, personnel rollouts, and more. Brian has extensive experience creating financial models for just about any industry out there.

Brian holds a Concordia University, Harvard case-based Master's of Business Administration with a focus in Entrepreneurship. He also holds three separate Bachelor's Degrees in Information Systems, Business with a focus in Finance, and Economics.

Brian is also an avid classic car collector, having spent the past couple decades buying old cars and restoring them beyond their previous glory. A husband, and a father of 3 boys, he also spends his spare time building a great life and ensuring there's always something fun going on.

Jon Rossitto, VP of Operations & Lead Researcher

Jon has been writing market analysis and business plans for over a decade. With thousands of plans under his belt, there is almost nothing he hasn't written about. Past jobs included early stints in retail, agriculture, facilities management, the restaurant industry, and public service, though a passion was found in golf course management, working at multiple facilities. He then settled into writing as a career, utilizing a degree in journalism from the University of Oregon while often combining real-world interests with the journalism field, covering sports, golf course management and the business of golf while at a newspaper in Oregon and then at a golf magazine in Florida.

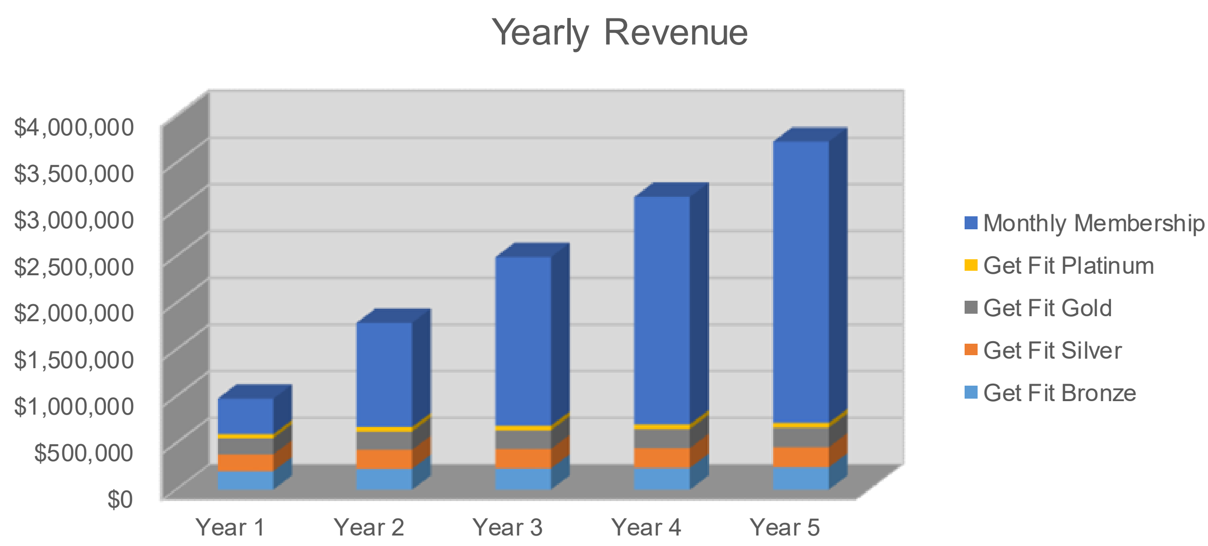
In addition to having written about nearly any industry on the planet, he's an aficionado in varied topics that revolve around combining creativity and practicality: Architecture, construction, landscaping, furniture making, brewing, winemaking, and green technology. Traveling to see the world is also always on his mind, getting to know where people live and how that shapes their lives. In addition to having lived in all four corners of the U.S., he's visited over 40 states and 12 countries.

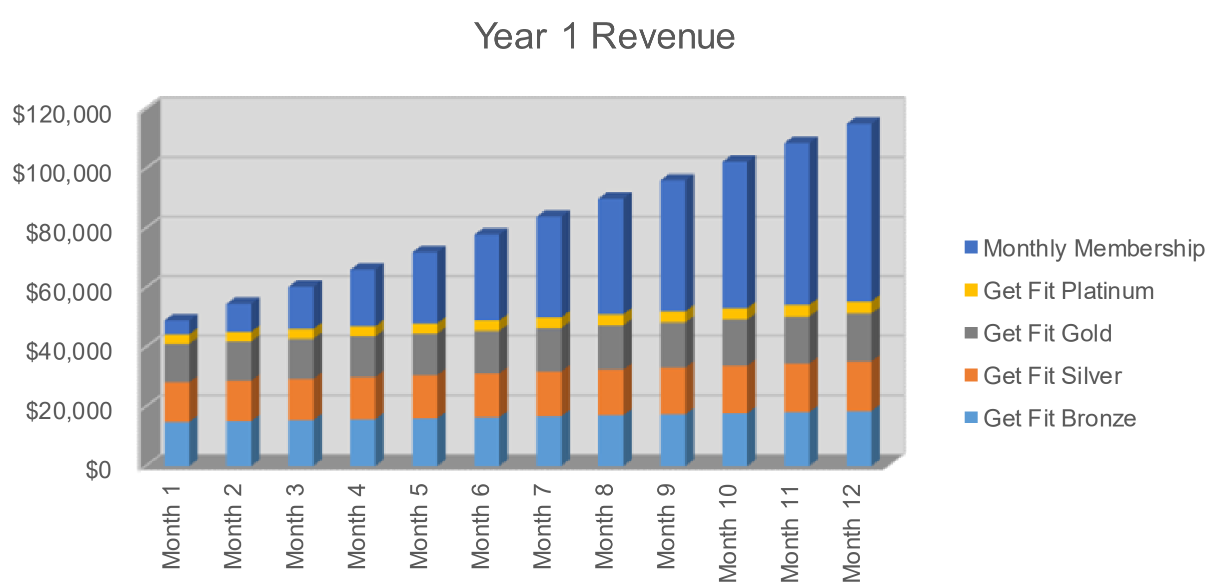
Jon is an avid woodworker, wine-taster and beer enthusiast. His woodwork takes cues from the American Craftsman and British Arts and Crafts movements. His passions for wine and beer often couple with a love of travel, though he still hasn't reached his goal of hitting both Oktoberfest in Germany and Pilsner Fest in the Czech Republic in the same trip. Maybe this year!

Financial Summary

Revenue Forecast

Yearly Revenue					
	Year 1	Year 2	Year 3	Year 4	Year 5
Units					
Get Fit Bronze	3,362	3,794	3,877	3,962	4,048
Get Fit Silver	2,017	2,277	2,326	2,377	2,429
Get Fit Gold	1,345	1,518	1,551	1,585	1,619
Get Fit Platinum	269	304	310	317	324
Monthly Membership	42,241	123,963	200,620	270,549	334,559
Unit Price					
Get Fit Bronze	$59.00	$59.00	$59.00	$59.00	$59.00
Get Fit Silver	$89.00	$89.00	$89.00	$89.00	$89.00
Get Fit Gold	$129.00	$129.00	$129.00	$129.00	$129.00
Get Fit Platinum	$159.00	$159.00	$159.00	$159.00	$159.00
Monthly Membership	$9.00	$9.00	$9.00	$9.00	$9.00
Revenue					
Get Fit Bronze	$198,378	$223,858	$228,747	$233,742	$238,847
Get Fit Silver	$179,549	$202,611	$207,036	$211,557	$216,177
Get Fit Gold	$173,496	$195,781	$200,057	$204,426	$208,890
Get Fit Platinum	$42,769	$48,262	$49,316	$50,393	$51,494
Monthly Membership	$380,173	$1,115,665	$1,805,580	$2,434,945	$3,011,028
Gross Revenue	**$974,364**	**$1,786,178**	**$2,490,736**	**$3,135,063**	**$3,726,435**
Unit Cost					
Get Fit Bronze	$20.00	$20.00	$20.00	$20.00	$20.00
Get Fit Silver	$30.00	$30.00	$30.00	$30.00	$30.00
Get Fit Gold	$45.00	$45.00	$45.00	$45.00	$45.00
Get Fit Platinum	$50.00	$50.00	$50.00	$50.00	$50.00
Monthly Membership	$0.25	$0.25	$0.25	$0.25	$0.25
Direct Costs					
Get Fit Bronze	$67,247	$75,884	$77,541	$79,235	$80,965
Get Fit Silver	$60,522	$68,296	$69,787	$71,311	$72,869
Get Fit Gold	$60,522	$68,296	$69,787	$71,311	$72,869
Get Fit Platinum	$13,449	$15,177	$15,508	$15,847	$16,193
Monthly Membership	$10,560	$30,991	$50,155	$67,637	$83,640
Direct Cost of Revenue	**$212,300**	**$258,643**	**$282,779**	**$305,342**	**$326,535**


Yearly Revenue
$4,000,000
$3,500,000
$3,000,000
$2,500,000
$2,000,000
$1,500,000
$1,000,000
$500,000
$0
Year 1
Year 2
Year 3
Year 4
Year 5
Monthly Membership
Get Fit Platinum
Get Fit Gold
Get Fit Silver
Get Fit Bronze

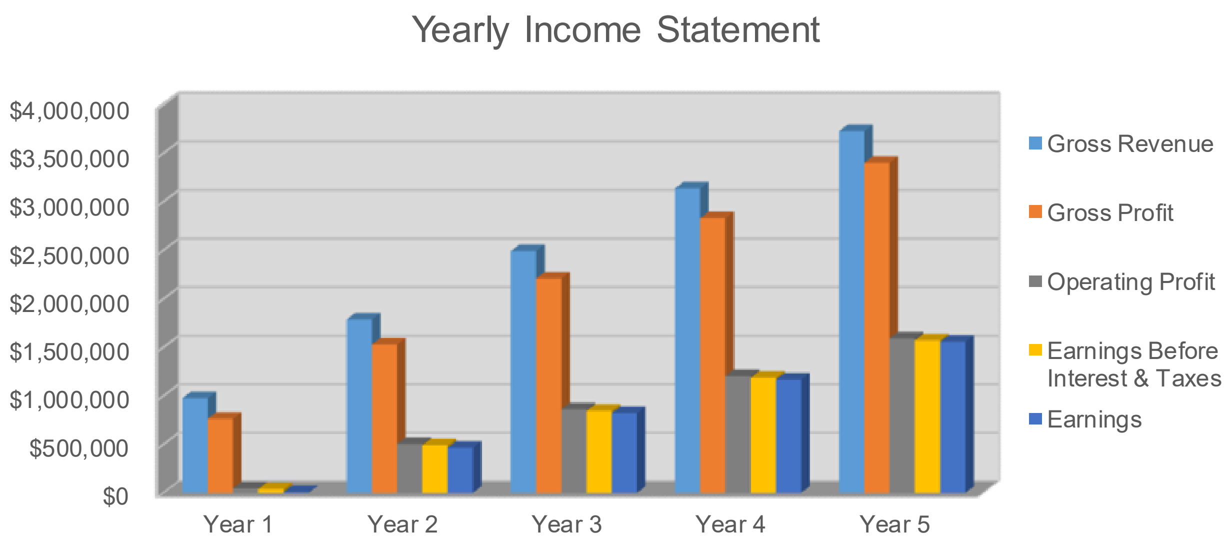

Year 1 Revenue
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$0
Month 1
Month 2
Month 3
Month 4
Month 5
Month 6
Month 7
Month 8
Month 9
Month 10
Month 11
Month 12
Monthly Membership
Get Fit Platinum
Get Fit Gold
Get Fit Silver
Get Fit Bronze

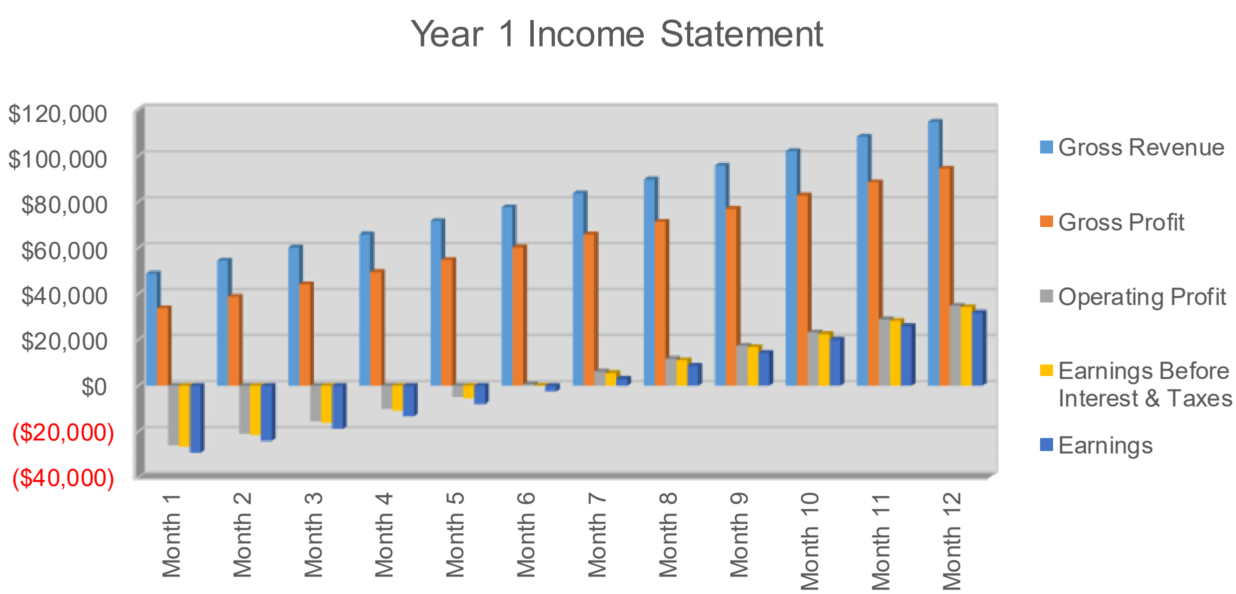
Personnel Forecast

Yearly Personnel					
	Year 1	Year 2	Year 3	Year 4	Year 5
Headcount					
Managers	1	1	2	2	2
Developers	1	2	3	4	4
Sales Staff	2	3	3	4	4
Admin Support	1	2	2	2	3
Customer Support	5	6	7	8	9
Total Headcount	**10**	**14**	**17**	**20**	**22**
Compensation					
Managers	$80,000	$88,000	$96,800	$106,480	$117,128
Developers	$60,000	$63,000	$66,150	$69,458	$72,930
Sales Staff	$48,000	$50,400	$52,920	$55,566	$58,344
Admin Support	$40,000	$41,200	$42,436	$43,709	$45,020
Customer Support	$32,000	$32,960	$33,949	$34,967	$36,016
Payroll					
Managers	$80,000	$88,000	$193,600	$212,960	$234,256
Developers	$60,000	$126,000	$198,450	$277,830	$291,722
Sales Staff	$96,000	$151,200	$158,760	$222,264	$233,377
Admin Support	$40,000	$82,400	$84,872	$87,418	$135,061
Customer Support	$160,000	$197,760	$237,642	$279,738	$324,147
Total Payroll	**$436,000**	**$645,360**	**$873,324**	**$1,080,210**	**$1,218,562**

Income Statement

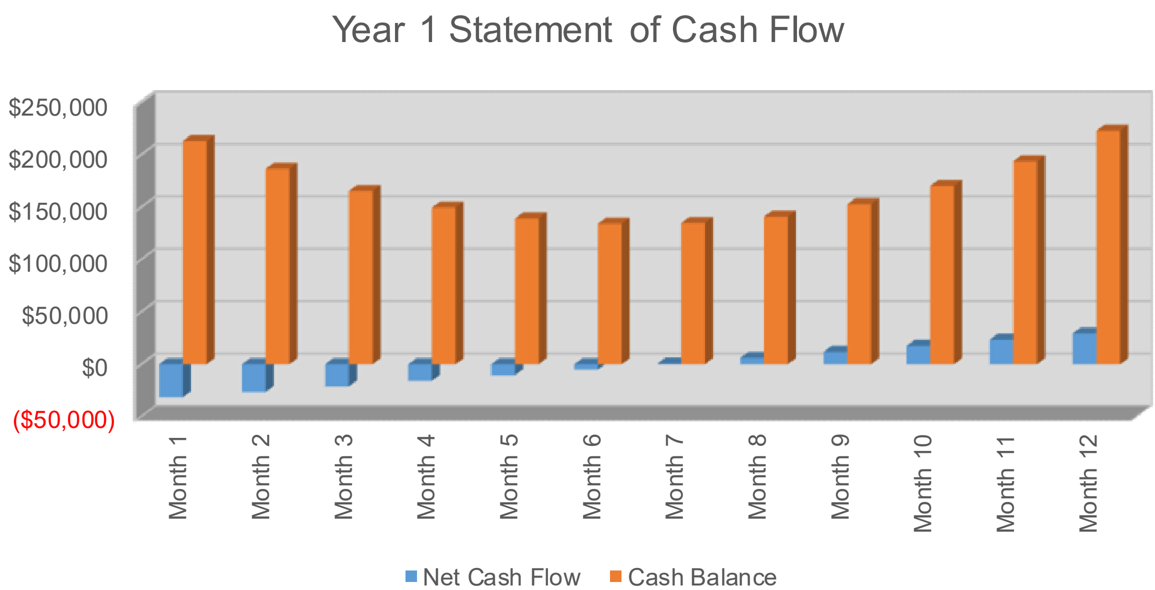
Yearly Income Statement					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	**$974,364**	**$1,786,178**	**$2,490,736**	**$3,135,063**	**$3,726,435**
Direct Cost of Revenue	$212,300	$258,643	$282,779	$305,342	$326,535
Other Direct Costs	$0	$0	$0	$0	$0
Total Cost of Revenue	**$212,300**	**$258,643**	**$282,779**	**$305,342**	**$326,535**
Gross Profit	**$762,064**	**$1,527,534**	**$2,207,957**	**$2,829,721**	**$3,399,901**
Gross Profit Percentage	78.2%	85.5%	88.6%	90.3%	91.2%
Operating Expenses					
Marketing & Advertising	$24,000	$31,200	$37,440	$41,184	$43,243
Travel & Entertainment	$12,000	$15,600	$18,720	$20,592	$21,622
Rent	$72,000	$93,600	$112,320	$123,552	$129,730
Utilities	$14,400	$18,720	$22,464	$24,710	$25,946
Insurance	$4,800	$6,240	$7,488	$8,237	$8,649
Legal/Accounting	$1,200	$1,560	$1,872	$2,059	$2,162
Office Supplies	$3,600	$4,680	$5,616	$6,178	$6,486
Dues & Subscriptions	$480	$624	$749	$824	$865
Auto	$7,200	$9,360	$11,232	$12,355	$12,973
Web Hosting/Internet	$2,160	$2,808	$3,370	$3,707	$3,892
Leased Equipment	$180	$234	$281	$309	$324
Research & Development	$48,000	$62,400	$74,880	$82,368	$86,486
Telephones	$2,880	$3,744	$4,493	$4,942	$5,189
Total Payroll	$436,000	$645,360	$873,324	$1,080,210	$1,218,562
Payroll Taxes	$52,320	$77,443	$104,799	$129,625	$146,227
Payroll Benefits	$34,880	$51,629	$69,866	$86,417	$97,485
Total Operating Expenses	**$716,100**	**$1,025,202**	**$1,348,912**	**$1,627,269**	**$1,809,842**
Operating Profit	**$45,964**	**$502,332**	**$859,044**	**$1,202,453**	**$1,590,059**
Operating Profit Percentage	4.7%	28.1%	34.5%	38.4%	42.7%
Depreciation	$7,500	$11,500	$14,500	$17,500	$19,500
Earnings Before Interest & Taxes	**$38,464**	**$490,832**	**$844,544**	**$1,184,953**	**$1,570,559**
EBIT Percentage	3.9%	27.5%	33.9%	37.8%	42.1%
Interest Expense	$29,974	$26,447	$22,589	$18,369	$13,753
Taxes Accrued	$0	$0	$0	$0	$0
Earnings	**$8,490**	**$464,385**	**$821,955**	**$1,166,584**	**$1,556,805**
Earnings Percentage	0.9%	26.0%	33.0%	37.2%	41.8%


Yearly Income Statement
$4,000,000
$3,500,000
$3,000,000
$2,500,000
$2,000,000
$1,500,000
$1,000,000
$500,000
$0
Year 1
Year 2
Year 3
Year 4
Year 5
Gross Revenue
Gross Profit
Operating Profit
Earnings Before Interest & Taxes
Earnings


Year 1 Income Statement
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$0
($20,000)
($40,000)
Month 1
Month 2
Month 3
Month 4
Month 5
Month 6
Month 7
Month 8
Month 9
Month 10
Month 11
Month 12
Gross Revenue
Gross Profit
Operating Profit
Earnings Before Interest & Taxes
Earnings

Statement of Cash Flow

Yearly Statement of Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Operating Activities					
Cash Received					
Gross Revenue	$974,364	$1,786,178	$2,490,736	$3,135,063	$3,726,435
Total Cash Received	**$974,364**	**$1,786,178**	**$2,490,736**	**$3,135,063**	**$3,726,435**
Cash Used					
Cost of Revenue	$212,300	$258,643	$282,779	$305,342	$326,535
Payroll/Taxes/Benefits	$523,200	$774,432	$1,047,988	$1,296,252	$1,462,275
Other Operating Expenses	$192,900	$250,770	$300,924	$331,016	$347,567
Additional Inventory	$0	$0	$0	$0	$0
Interest Expense	$29,974	$26,447	$22,589	$18,369	$13,753
Taxes Accrued	$0	$0	$0	$0	$0
Total Cash Used	**$958,374**	**$1,310,292**	**$1,654,280**	**$1,950,979**	**$2,150,130**
Net Cash From/(Used By) Operating	**$15,990**	**$475,885**	**$836,455**	**$1,184,084**	**$1,576,305**
Investing Activities					
Cash Received					
Proceeds from Property/Land	$0	$0	$0	$0	$0
Proceeds from Equipment	$0	$0	$0	$0	$0
Total Cash Received	**$0**	**$0**	**$0**	**$0**	**$0**
Cash Used					
Purchase of Property/Land	$0	$0	$0	$0	$0
Purchase of Equipment	$0	$32,000	$24,000	$24,000	$16,000
Total Cash Used	**$0**	**$32,000**	**$24,000**	**$24,000**	**$16,000**
Net Cash From/(Used By) Investing	**$0**	**($32,000)**	**($24,000)**	**($24,000)**	**($16,000)**
Financing Activities					
Cash Received					
Proceeds from Investors	$0	$0	$0	$0	$0
Proceeds from Long-Term Debt	$0	$0	$0	$0	$0
Total Cash Received	**$0**	**$0**	**$0**	**$0**	**$0**
Cash Used					
Dividends Paid	$0	$0	$0	$0	$0
Repayment of Long-Term Debt	$37,600	$41,127	$44,985	$49,205	$53,821
Total Cash Used	**$37,600**	**$41,127**	**$44,985**	**$49,205**	**$53,821**
Net Cash From/(Used By) Financing	**($37,600)**	**($41,127)**	**($44,985)**	**($49,205)**	**($53,821)**
Net Cash Flow	($21,610)	$402,758	$767,470	$1,110,879	$1,506,484
Cash Balance	$222,840	$625,598	$1,393,068	$2,503,946	$4,010,431


Year 1 Statement of Cash Flow
$250,000
$200,000
$150,000
$100,000
$50,000
$0
($50,000)
Month 1
Month 2
Month 3
Month 4
Month 5
Month 6
Month 7
Month 8
Month 9
Month 10
Month 11
Month 12
Net Cash Flow
Cash Balance

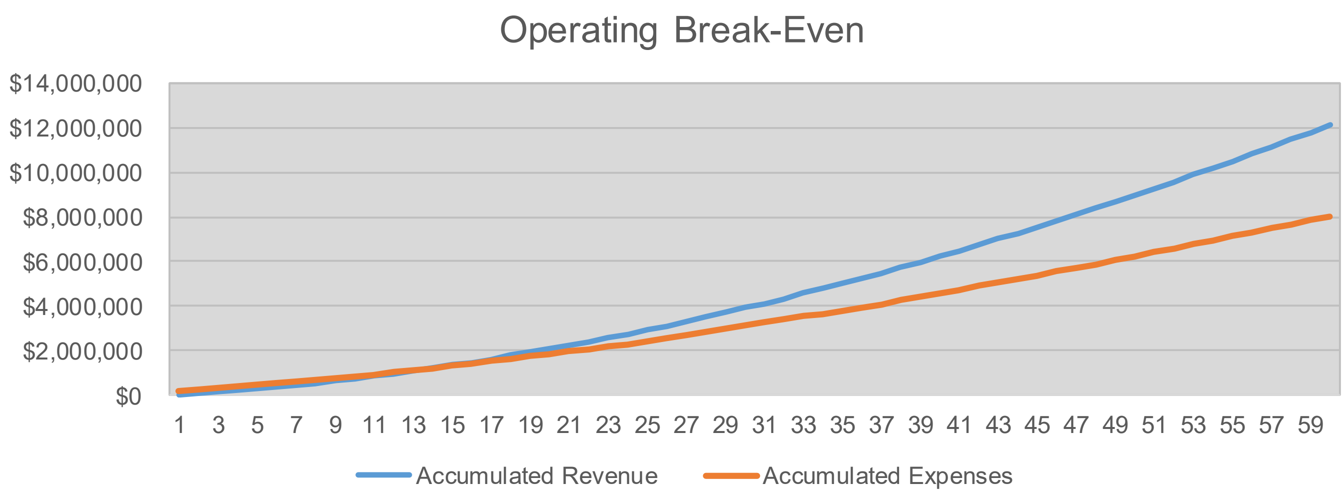
Balance Sheet

Yearly Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	$222,840	$625,598	$1,393,068	$2,503,946	$4,010,431
Inventory	$0	$0	$0	$0	$0
Other Current Assets	$0	$0	$0	$0	$0
Total Current Assets	$222,840	$625,598	$1,393,068	$2,503,946	$4,010,431
Long-Term Assets					
Property	$0	$0	$0	$0	$0
Equipment	$50,000	$82,000	$106,000	$130,000	$146,000
Other Long-Term Assets	$10,000	$10,000	$10,000	$10,000	$10,000
Accumulated Depreciation	($7,500)	($19,000)	($33,500)	($51,000)	($70,500)
Total Long-Term Assets	$52,500	$73,000	$82,500	$89,000	$85,500
Total Assets	**$275,340**	**$698,598**	**$1,475,568**	**$2,592,946**	**$4,095,931**
Liabilities					
Current Liabilities					
Current Debt	$0	$0	$0	$0	$0
Total Current Liabilities	$0	$0	$0	$0	$0
Long-Term Liabilities					
Long-Term Debt	$312,400	$271,273	$226,288	$177,083	$123,262
New Long-Term Debt	$0	$0	$0	$0	$0
Total Long-Term Liabilities	$312,400	$271,273	$226,288	$177,083	$123,262
Total Liabilities	**$312,400**	**$271,273**	**$226,288**	**$177,083**	**$123,262**
Shareholders' Equity					
Paid-in Capital					
Owner	$50,000	$50,000	$50,000	$50,000	$50,000
Investor	$0	$0	$0	$0	$0
New Paid-in Capital	$0	$0	$0	$0	$0
Total Paid-in Capital	$50,000	$50,000	$50,000	$50,000	$50,000
Retained Earnings					
Previous Retained Earnings	($95,550)	($87,060)	$377,325	$1,199,280	$2,365,864
Current Earnings	$8,490	$464,385	$821,955	$1,166,584	$1,556,805
Total Retained Earnings	($87,060)	$377,325	$1,199,280	$2,365,864	$3,922,669
Total Shareholders' Equity	**($37,060)**	**$427,325**	**$1,249,280**	**$2,415,864**	**$3,972,669**
Total Liabilities & Equity	**$275,340**	**$698,598**	**$1,475,568**	**$2,592,946**	**$4,095,931**

Break-Even Analysis

The Operating Break-Even accounts for the Company's revenue and expenses on the Income Statement.

Break-Even	
Analysis	**Month**
Operating Break-Even	15



Best & Worst Case

The Best and Worst Case analysis illustrates what the Company's financial statements might look like with an increase or decrease in Revenue.

Best Case -- Revenue Increase By: 10%					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	$1,071,800	$1,964,796	$2,739,809	$3,448,569	$4,099,079
Total Cost of Revenue	$233,530	$284,508	$311,057	$335,876	$359,188
Gross Profit	$838,270	$1,680,288	$2,428,752	$3,112,694	$3,739,891
Gross Profit Percentage	78.2%	85.5%	88.6%	90.3%	91.2%
Total Operating Expenses	$716,100	$1,025,202	$1,348,912	$1,627,269	$1,809,842
Operating Profit	$122,170	$655,086	$1,079,840	$1,485,425	$1,930,049
Operating Profit Percentage	11.4%	33.3%	39.4%	43.1%	47.1%
Earnings Before Interest & Taxes	$114,670	$643,586	$1,065,340	$1,467,925	$1,910,549
EBIT Percentage	10.7%	32.8%	38.9%	42.6%	46.6%
Interest Expense	$29,974	$26,447	$22,589	$18,369	$13,753
Taxes Accrued	$0	$0	$0	$0	$0
Earnings	$84,696	$617,139	$1,042,751	$1,449,556	$1,896,795
Earnings Percentage	7.9%	31.4%	38.1%	42.0%	46.3%
Net Cash Flow	$54,596	$555,512	$988,266	$1,393,851	$1,846,475
Cash Balance	$299,046	$854,558	$1,842,823	$3,236,674	$5,083,149

Worst Case -- Revenue Decrease By: 10%					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	$876,928	$1,607,560	$2,241,662	$2,821,557	$3,353,792
Total Cost of Revenue	$191,070	$232,779	$254,501	$274,807	$293,881
Gross Profit	$685,857	$1,374,781	$1,987,161	$2,546,749	$3,059,911
Gross Profit Percentage	78.2%	85.5%	88.6%	90.3%	91.2%
Total Operating Expenses	$716,100	$1,025,202	$1,348,912	$1,627,269	$1,809,842
Operating Profit	($30,243)	$349,579	$638,249	$919,481	$1,250,069
Operating Profit Percentage	-3.4%	21.7%	28.5%	32.6%	37.3%
Earnings Before Interest & Taxes	($37,743)	$338,079	$623,749	$901,981	$1,230,569
EBIT Percentage	-4.3%	21.0%	27.8%	32.0%	36.7%
Interest Expense	$29,974	$26,447	$22,589	$18,369	$13,753
Taxes Accrued	$0	$0	$0	$0	$0
Earnings	($67,717)	$311,632	$601,160	$883,611	$1,216,815
Earnings Percentage	-7.7%	19.4%	26.8%	31.3%	36.3%
Net Cash Flow	($97,817)	$250,005	$546,674	$827,906	$1,166,494
Cash Balance	$146,633	$396,638	$943,312	$1,771,219	$2,937,713

Appendix A – Year 1 Financials

Year 1 Revenue

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Units												
Get Fit Bronze	250	255	260	266	271	277	282	288	294	300	306	313
Get Fit Silver	150	153	156	159	163	166	169	173	176	180	184	188
Get Fit Gold	100	102	104	106	108	111	113	115	118	120	122	125
Get Fit Platinum	20	20	21	21	22	22	23	23	24	24	24	25
Monthly Membership	520	1,045	1,577	2,113	2,656	3,205	3,760	4,322	4,891	5,466	6,048	6,638
Unit Price												
Get Fit Bronze	$59.00	$59.00	$59.00	$59.00	$59.00	$59.00	$59.00	$59.00	$59.00	$59.00	$59.00	$59.00
Get Fit Silver	$89.00	$89.00	$89.00	$89.00	$89.00	$89.00	$89.00	$89.00	$89.00	$89.00	$89.00	$89.00
Get Fit Gold	$129.00	$129.00	$129.00	$129.00	$129.00	$129.00	$129.00	$129.00	$129.00	$129.00	$129.00	$129.00
Get Fit Platinum	$159.00	$159.00	$159.00	$159.00	$159.00	$159.00	$159.00	$159.00	$159.00	$159.00	$159.00	$159.00
Monthly Membership	$9.00	$9.00	$9.00	$9.00	$9.00	$9.00	$9.00	$9.00	$9.00	$9.00	$9.00	$9.00
Revenue												
Get Fit Bronze	$14,750	$15,052	$15,361	$15,676	$15,997	$16,325	$16,659	$17,001	$17,349	$17,704	$18,067	$18,438
Get Fit Silver	$13,350	$13,624	$13,903	$14,188	$14,478	$14,775	$15,078	$15,387	$15,702	$16,024	$16,352	$16,688
Get Fit Gold	$12,900	$13,164	$13,434	$13,709	$13,990	$14,277	$14,570	$14,868	$15,173	$15,484	$15,801	$16,125
Get Fit Platinum	$3,180	$3,245	$3,312	$3,380	$3,449	$3,519	$3,592	$3,665	$3,740	$3,817	$3,895	$3,975
Monthly Membership	$4,680	$9,409	$14,189	$19,021	$23,906	$28,846	$33,844	$38,899	$44,015	$49,192	$54,433	$59,739
Gross Revenue	**$48,860**	**$54,494**	**$60,198**	**$65,973**	**$71,820**	**$77,743**	**$83,742**	**$89,820**	**$95,979**	**$102,222**	**$108,549**	**$114,964**
Unit Cost												
Get Fit Bronze	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00
Get Fit Silver	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00
Get Fit Gold	$45.00	$45.00	$45.00	$45.00	$45.00	$45.00	$45.00	$45.00	$45.00	$45.00	$45.00	$45.00
Get Fit Platinum	$50.00	$50.00	$50.00	$50.00	$50.00	$50.00	$50.00	$50.00	$50.00	$50.00	$50.00	$50.00
Monthly Membership	$0.25	$0.25	$0.25	$0.25	$0.25	$0.25	$0.25	$0.25	$0.25	$0.25	$0.25	$0.25
Direct Costs												
Get Fit Bronze	$5,000	$5,102	$5,207	$5,314	$5,423	$5,534	$5,647	$5,763	$5,881	$6,002	$6,124	$6,250
Get Fit Silver	$4,500	$4,592	$4,686	$4,782	$4,880	$4,980	$5,082	$5,187	$5,293	$5,401	$5,512	$5,625
Get Fit Gold	$4,500	$4,592	$4,686	$4,782	$4,880	$4,980	$5,082	$5,187	$5,293	$5,401	$5,512	$5,625
Get Fit Platinum	$1,000	$1,020	$1,041	$1,063	$1,085	$1,107	$1,129	$1,153	$1,176	$1,200	$1,225	$1,250
Monthly Membership	$130	$261	$394	$528	$664	$801	$940	$1,081	$1,223	$1,366	$1,512	$1,659
Direct Cost of Revenue	**$15,130**	**$15,569**	**$16,015**	**$16,470**	**$16,932**	**$17,403**	**$17,882**	**$18,369**	**$18,866**	**$19,371**	**$19,885**	**$20,409**

Year 1 Personnel												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Headcount												
Managers	1	1	1	1	1	1	1	1	1	1	1	1
Developers	1	1	1	1	1	1	1	1	1	1	1	1
Sales Staff	2	2	2	2	2	2	2	2	2	2	2	2
Admin Support	1	1	1	1	1	1	1	1	1	1	1	1
Customer Support	5	5	5	5	5	5	5	5	5	5	5	5
Total Headcount	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**10**	**10**
Compensation												
Managers	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667
Developers	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000
Sales Staff	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000
Admin Support	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333
Customer Support	$2,667	$2,667	$2,667	$2,667	$2,667	$2,667	$2,667	$2,667	$2,667	$2,667	$2,667	$2,667
Payroll												
Managers	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667
Developers	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000
Sales Staff	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000	$8,000
Admin Support	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333
Customer Support	$13,333	$13,333	$13,333	$13,333	$13,333	$13,333	$13,333	$13,333	$13,333	$13,333	$13,333	$13,333
Total Payroll	**$36,333**	**$36,333**	**$36,333**	**$36,333**	**$36,333**	**$36,333**	**$36,333**	**$36,333**	**$36,333**	**$36,333**	**$36,333**	**$36,333**

Year 1 Income Statement	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Gross Revenue	**$48,860**	**$54,494**	**$60,198**	**$65,973**	**$71,820**	**$77,743**	**$83,742**	**$89,820**	**$95,979**	**$102,222**	**$108,549**	**$114,964**
Direct Cost of Revenue	$15,130	$15,569	$16,015	$16,470	$16,932	$17,403	$17,882	$18,369	$18,866	$19,371	$19,885	$20,409
Other Direct Costs	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cost of Revenue	**$15,130**	**$15,569**	**$16,015**	**$16,470**	**$16,932**	**$17,403**	**$17,882**	**$18,369**	**$18,866**	**$19,371**	**$19,885**	**$20,409**
Gross Profit	**$33,730**	**$38,926**	**$44,183**	**$49,503**	**$54,888**	**$60,340**	**$65,860**	**$71,451**	**$77,114**	**$82,851**	**$88,663**	**$94,554**
Gross Profit Percentage	69.0%	71.4%	73.4%	75.0%	76.4%	77.6%	78.6%	79.5%	80.3%	81.1%	81.7%	82.2%
Operating Expenses												
Marketing & Advertising	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
Travel & Entertainment	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000
Rent	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000
Utilities	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200
Insurance	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400
Legal/Accounting	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100
Office Supplies	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300
Dues & Subscriptions	$40	$40	$40	$40	$40	$40	$40	$40	$40	$40	$40	$40
Auto	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600
Web Hosting/Internet	$180	$180	$180	$180	$180	$180	$180	$180	$180	$180	$180	$180
Leased Equipment	$15	$15	$15	$15	$15	$15	$15	$15	$15	$15	$15	$15
Research & Development	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000
Telephones	$240	$240	$240	$240	$240	$240	$240	$240	$240	$240	$240	$240
Total Payroll	$36,333	$36,333	$36,333	$36,333	$36,333	$36,333	$36,333	$36,333	$36,333	$36,333	$36,333	$36,333
Payroll Taxes	$4,360	$4,360	$4,360	$4,360	$4,360	$4,360	$4,360	$4,360	$4,360	$4,360	$4,360	$4,360
Payroll Benefits	$2,907	$2,907	$2,907	$2,907	$2,907	$2,907	$2,907	$2,907	$2,907	$2,907	$2,907	$2,907
Total Operating Expenses	**$59,675**	**$59,675**	**$59,675**	**$59,675**	**$59,675**	**$59,675**	**$59,675**	**$59,675**	**$59,675**	**$59,675**	**$59,675**	**$59,675**
Operating Profit	**($25,945)**	**($20,749)**	**($15,492)**	**($10,172)**	**($4,787)**	**$665**	**$6,185**	**$11,776**	**$17,439**	**$23,176**	**$28,988**	**$34,879**
Operating Profit Percentage	-53.1%	-38.1%	-25.7%	-15.4%	-6.7%	0.9%	7.4%	13.1%	18.2%	22.7%	26.7%	30.3%
Depreciation	$625	$625	$625	$625	$625	$625	$625	$625	$625	$625	$625	$625
Earnings Before Interest & Taxes	**($26,570)**	**($21,374)**	**($16,117)**	**($10,797)**	**($5,412)**	**$40**	**$5,560**	**$11,151**	**$16,814**	**$22,551**	**$28,363**	**$34,254**
EBIT Percentage	-54.4%	-39.2%	-26.8%	-16.4%	-7.5%	0.1%	6.6%	12.4%	17.5%	22.1%	26.1%	29.8%
Interest Expense	$2,625	$2,602	$2,580	$2,557	$2,534	$2,511	$2,487	$2,464	$2,440	$2,416	$2,392	$2,367
Taxes Accrued	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Earnings	**($29,195)**	**($23,977)**	**($18,697)**	**($13,354)**	**($7,945)**	**($2,470)**	**$3,073**	**$8,687**	**$14,374**	**$20,135**	**$25,972**	**$31,887**
Earnings Percentage	-59.8%	-44.0%	-31.1%	-20.2%	-11.1%	-3.2%	3.7%	9.7%	15.0%	19.7%	23.9%	27.7%

Year 1 Statement of Cash Flow

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Operating Activities												
Cash Received												
Gross Revenue	$48,860	$54,494	$60,198	$65,973	$71,820	$77,743	$83,742	$89,820	$95,979	$102,222	$108,549	$114,964
Total Cash Received	**$48,860**	**$54,494**	**$60,198**	**$65,973**	**$71,820**	**$77,743**	**$83,742**	**$89,820**	**$95,979**	**$102,222**	**$108,549**	**$114,964**
Cash Used												
Cost of Revenue	$15,130	$15,569	$16,015	$16,470	$16,932	$17,403	$17,882	$18,369	$18,866	$19,371	$19,885	$20,409
Payroll/Taxes/Benefits	$43,600	$43,600	$43,600	$43,600	$43,600	$43,600	$43,600	$43,600	$43,600	$43,600	$43,600	$43,600
Other Operating Expenses	$16,075	$16,075	$16,075	$16,075	$16,075	$16,075	$16,075	$16,075	$16,075	$16,075	$16,075	$16,075
Additional Inventory	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Interest Expense	$2,625	$2,602	$2,580	$2,557	$2,534	$2,511	$2,487	$2,464	$2,440	$2,416	$2,392	$2,367
Taxes Accrued	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash Used	**$77,430**	**$77,846**	**$78,270**	**$78,701**	**$79,141**	**$79,588**	**$80,044**	**$80,508**	**$80,980**	**$81,462**	**$81,952**	**$82,452**
Net Cash From/(Used By) Operating	**($28,570)**	**($23,352)**	**($18,072)**	**($12,729)**	**($7,320)**	**($1,845)**	**$3,698**	**$9,312**	**$14,999**	**$20,760**	**$26,597**	**$32,512**
Investing Activities												
Cash Received												
Proceeds from Property/Land	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Proceeds from Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash Received	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**
Cash Used												
Purchase of Property/Land	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Purchase of Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash Used	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**
Net Cash From/(Used By) Investing	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**
Financing Activities												
Cash Received												
Proceeds from Investors	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Proceeds from Long-Term Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash Received	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**
Cash Used												
Dividends Paid	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Repayment of Long-Term Debt	$3,006	$3,029	$3,051	$3,074	$3,097	$3,121	$3,144	$3,168	$3,191	$3,215	$3,239	$3,264
Total Cash Used	**$3,006**	**$3,029**	**$3,051**	**$3,074**	**$3,097**	**$3,121**	**$3,144**	**$3,168**	**$3,191**	**$3,215**	**$3,239**	**$3,264**
Net Cash From/(Used By) Financing	**($3,006)**	**($3,029)**	**($3,051)**	**($3,074)**	**($3,097)**	**($3,121)**	**($3,144)**	**($3,168)**	**($3,191)**	**($3,215)**	**($3,239)**	**($3,264)**
Net Cash Flow	**($31,576)**	**($26,380)**	**($21,123)**	**($15,803)**	**($10,418)**	**($4,966)**	**$554**	**$6,145**	**$11,808**	**$17,544**	**$23,357**	**$29,248**
Cash Balance	**$212,874**	**$186,493**	**$165,370**	**$149,567**	**$139,149**	**$134,183**	**$134,738**	**$140,882**	**$152,690**	**$170,234**	**$193,592**	**$222,840**

Year 1 Balance Sheet												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Assets												
Current Assets												
Cash	$212,874	$186,493	$165,370	$149,567	$139,149	$134,183	$134,738	$140,882	$152,690	$170,234	$193,592	$222,840
Inventory	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Other Current Assets	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Current Assets	$212,874	$186,493	$165,370	$149,567	$139,149	$134,183	$134,738	$140,882	$152,690	$170,234	$193,592	$222,840
Long-Term Assets												
Property	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Equipment	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000
Other Long-Term Assets	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000
Accumulated Depreciation	($625)	($1,250)	($1,875)	($2,500)	($3,125)	($3,750)	($4,375)	($5,000)	($5,625)	($6,250)	($6,875)	($7,500)
Total Long-Term Assets	$59,375	$58,750	$58,125	$57,500	$56,875	$56,250	$55,625	$55,000	$54,375	$53,750	$53,125	$52,500
Total Assets	**$272,249**	**$245,243**	**$223,495**	**$207,067**	**$196,024**	**$190,433**	**$190,363**	**$195,882**	**$207,065**	**$223,984**	**$246,717**	**$275,340**
Liabilities												
Current Liabilities	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Current Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Current Liabilities	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Long-Term Liabilities												
Long-Term Debt	$346,994	$343,965	$340,914	$337,839	$334,742	$331,621	$328,477	$325,310	$322,118	$318,903	$315,664	$312,400
New Long-Term Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Long-Term Liabilities	$346,994	$343,965	$340,914	$337,839	$334,742	$331,621	$328,477	$325,310	$322,118	$318,903	$315,664	$312,400
Total Liabilities	**$346,994**	**$343,965**	**$340,914**	**$337,839**	**$334,742**	**$331,621**	**$328,477**	**$325,310**	**$322,118**	**$318,903**	**$315,664**	**$312,400**
Shareholders' Equity												
Paid-in Capital												
Owner	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000
Investor	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
New Paid-in Capital	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Paid-in Capital	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000
Retained Earnings												
Previous Retained Earnings	($95,550)	($124,745)	($148,722)	($167,419)	($180,772)	($188,718)	($191,188)	($188,115)	($179,427)	($165,053)	($144,919)	($118,947)
Current Earnings	($29,195)	($23,977)	($18,697)	($13,354)	($7,945)	($2,470)	$3,073	$8,687	$14,374	$20,135	$25,972	$31,887
Total Retained Earnings	($124,745)	($148,722)	($167,419)	($180,772)	($188,718)	($191,188)	($188,115)	($179,427)	($165,053)	($144,919)	($118,947)	($87,060)
Total Shareholders' Equity	**($74,745)**	**($98,722)**	**($117,419)**	**($130,772)**	**($138,718)**	**($141,188)**	**($138,115)**	**($129,427)**	**($115,053)**	**($94,919)**	**($68,947)**	**($37,060)**
Total Liabilities & Equity	**$272,249**	**$245,243**	**$223,495**	**$207,067**	**$196,024**	**$190,433**	**$190,363**	**$195,882**	**$207,065**	**$223,984**	**$246,717**	**$275,340**

Loan Amortization Schedule												
Long-Term Debt		**Interest Rate**	**9.00%**		**Term**	**7.0**						
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Balance	$350,000	$346,994	$343,965	$340,914	$337,839	$334,742	$331,621	$328,477	$325,310	$322,118	$318,903	$315,664
Interest	$2,625	$2,602	$2,580	$2,557	$2,534	$2,511	$2,487	$2,464	$2,440	$2,416	$2,392	$2,367
Principal	$3,006	$3,029	$3,051	$3,074	$3,097	$3,121	$3,144	$3,168	$3,191	$3,215	$3,239	$3,264
	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
Balance	$312,400	$309,112	$305,799	$302,461	$299,099	$295,711	$292,297	$288,858	$285,394	$281,903	$278,386	$274,843
Interest	$2,343	$2,318	$2,293	$2,268	$2,243	$2,218	$2,192	$2,166	$2,140	$2,114	$2,088	$2,061
Principal	$3,288	$3,313	$3,338	$3,363	$3,388	$3,413	$3,439	$3,465	$3,491	$3,517	$3,543	$3,570
	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
Balance	$271,273	$267,676	$264,053	$260,402	$256,724	$253,018	$249,284	$245,523	$241,733	$237,915	$234,068	$230,192
Interest	$2,035	$2,008	$1,980	$1,953	$1,925	$1,898	$1,870	$1,841	$1,813	$1,784	$1,756	$1,726
Principal	$3,597	$3,624	$3,651	$3,678	$3,706	$3,734	$3,762	$3,790	$3,818	$3,847	$3,876	$3,905
	Month 37	Month 38	Month 39	Month 40	Month 41	Month 42	Month 43	Month 44	Month 45	Month 46	Month 47	Month 48
Balance	$226,288	$222,354	$218,390	$214,397	$210,374	$206,320	$202,236	$198,122	$193,977	$189,800	$185,593	$181,354
Interest	$1,697	$1,668	$1,638	$1,608	$1,578	$1,547	$1,517	$1,486	$1,455	$1,424	$1,392	$1,360
Principal	$3,934	$3,964	$3,993	$4,023	$4,053	$4,084	$4,114	$4,145	$4,176	$4,208	$4,239	$4,271
	Month 49	Month 50	Month 51	Month 52	Month 53	Month 54	Month 55	Month 56	Month 57	Month 58	Month 59	Month 60
Balance	$177,083	$172,779	$168,444	$164,076	$159,676	$155,242	$150,775	$146,275	$141,741	$137,173	$132,570	$127,933
Interest	$1,328	$1,296	$1,263	$1,231	$1,198	$1,164	$1,131	$1,097	$1,063	$1,029	$994	$960
Principal	$4,303	$4,335	$4,368	$4,401	$4,434	$4,467	$4,500	$4,534	$4,568	$4,602	$4,637	$4,672