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.

Vision Statement

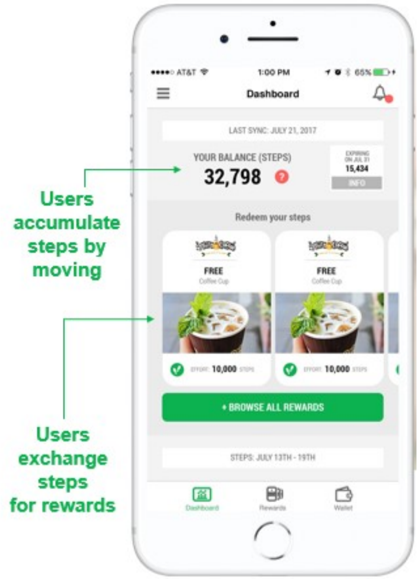
Get Fit! gives people at all levels of fitness the motivation and encouragement to make incremental changes that provide lifelong benefits. We aspire to connect local customers to each other and to local and national businesses and brands through the use of activity trackers and smart phones.

Table of Contents

Executive Summary

The evolution of location-based tracking technologies in recent years has opened up the market to countless new applications that utilize geo-based data in real time, facilitating fast-growing applications including fitness monitoring and real-time interaction. To date, however, the most popular devices and apps are aimed at general adult fitness and ignore specific, dynamic workout gear and equipment. Yet this growing multibillion-dollar market is wide open for innovative new entrants.

Get Fit!, Inc. ("the Company") is a new wearable device and fitness technology developer that has created a unique patent-pending product line. The Get Fit! personal wearable devices, beginning with a first-to-market durable training band and associated app, will help to motivate and monitor activity and record health data, among other attributes, while enhancing speed, performance, and agility. The Get Fit! 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 personal health goals. The Get Fit! band and app are perfect for elite athletes and professional teams as well as fitness novices just getting in shape. Get Fit! is also in the R&D stage for other patentable fitness and personal tracking devices.



The market for personal tracking devices will reach an estimated $3.5 billion in 2024 and is part of the much larger market for wearables and location-based services. The market for wearables, for example, is expected to reach $18 billion by 2032, with over 180 million units shipped, growing at over 56% per year. This includes fitness devices and people-tracking products, as well as phones and tablets. Location-based services is another huge market that is projected to grow to over $43 billion by 2030. In addition to these markets, Get Fit! will also exist to provide fitness and wellness data for the wearer and their therapist or physician.

The majority of revenue to date for mobile health apps has been derived from fitness and wellness apps, but a report from tech analyst Research2Guidance notes that a new wave of companies will drive substantial growth in remote monitoring consultation, diagnostic, and reminder apps. Offering app-to-app and app-to-sensor connections "will lead to an explosion of health and fitness data" for wellness tracking, patient monitoring, and medical examination." Get Fit! will excel in this market with its unique, patent-pending technology.

Get Fit! has spent substantial time in R&D and is now at the point where outside funding is needed to take the Company to the next level. Get Fit! will initially outsource manufacturing, use third-party financial services such as PayPal for its challenges, and have a lean staff until revenue is substantial enough to bring these functions in-house. Get Fit!'s founders, Brian Butler and Jon Rossitto, will manage operations. Mr. Butler has a long background in technology and fitness entrepreneurship and has started and owned multiple successful businesses. Mr. Rossitto is a physical therapist who holds a master's degree and has a vast background in sports and biomechanics. They developed the Get Fit! technology to provide effective, safe training for a variety of sports. To facilitate the next stage of development, manufacturing the final design, and testing, an investment of $15 million is currently being sought by equity partners.

Objectives

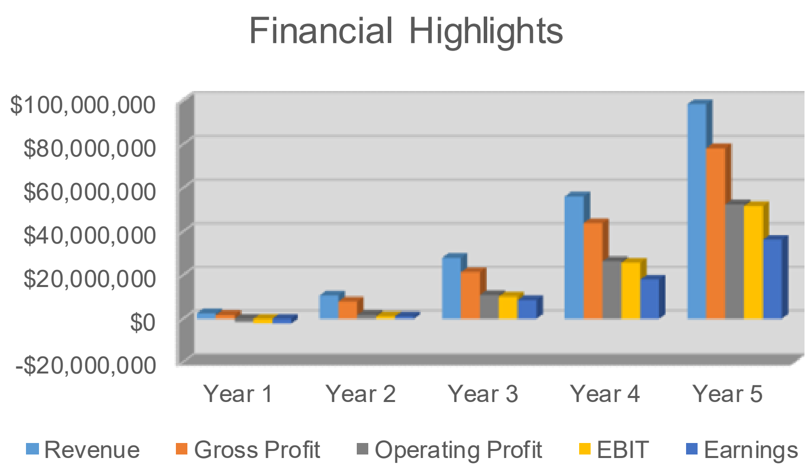
- Complete prototype and begin field testing
    - Test prototype real-world setting to ensure large-scale feasibility
    - Launch device along with app
    - Have product ready for trade shows by Year 2
    - Release for sale to wide market
- Work with fitness groups and athletic organizations to create brand awareness and grassroots promotion of the Get Fit! concept and product/service suite
- Expand upon and promote Get Fit!'s market potential to general consumers
- Create additional configurations for more flexibility in use
- Expand the platform and data analytics into the information/medical market
- Develop several new Get Fit! brand products

Keys to Success

- Get Fit! has many unique and patented-pending features distancing it from all competitors
- Founders are experts in fitness, physical therapy, and marketing and sales
- The applications and usages of Get Fit! are nearly endless, initially targeting large underserved market segments
- Get Fit! provides much-needed encouragement and motivation for improved fitness
- Get Fit! will enter the market using many tactics, including having a Kickstarter, having an ecommerce store, and attempting distribution in retail outlets and gaining exposure through trying to appear on programs such as Sharktank

Financial Highlights

Financial Highlights					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	$2,548,273	$10,670,490	$27,989,192	$56,174,762	$98,511,239
Gross Profit	$1,783,991	$7,909,398	$21,379,318	$43,898,319	$78,224,539
Operating Profit	($1,430,509)	$1,837,998	$10,857,127	$26,398,997	$52,472,906
Earnings Before Interest & Taxes	($2,055,509)	$1,198,998	$10,205,127	$25,729,997	$51,786,906
Earnings	($2,141,149)	$1,123,435	$8,520,836	$17,974,260	$36,223,327
Gross Profit Percentage	70.0%	74.1%	76.4%	78.1%	79.4%
Operating Profit Percentage	-56.1%	17.2%	38.8%	47.0%	53.3%
EBIT Percentage	-80.7%	11.2%	36.5%	45.8%	52.6%
Earnings Percentage	-84.0%	10.5%	30.4%	32.0%	36.8%
Payroll Percentage of Revenue	70.6%	34.7%	23.9%	20.3%	16.9%
Net Cash Flow	($1,623,578)	$1,532,929	$8,940,307	$18,366,674	$36,619,553
Cash Balance	$3,920,922	$5,453,851	$14,394,158	$32,760,832	$69,380,386



5 Year Accumulated Revenue

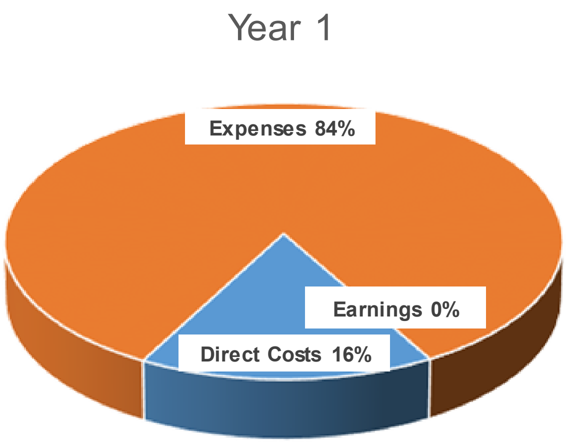
$195,893,956

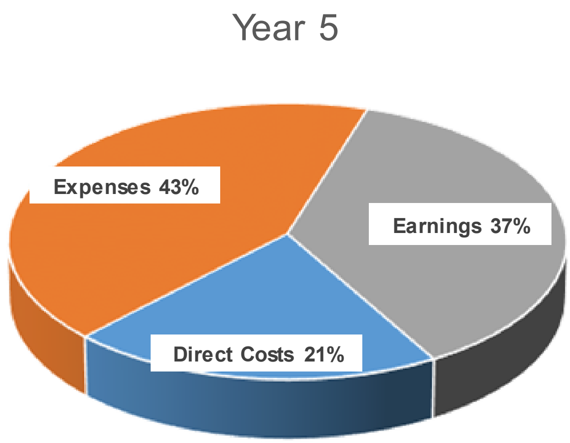
5 Year Accumulated Earnings

$61,700,709

5 Year Earning Percentage

31.5%



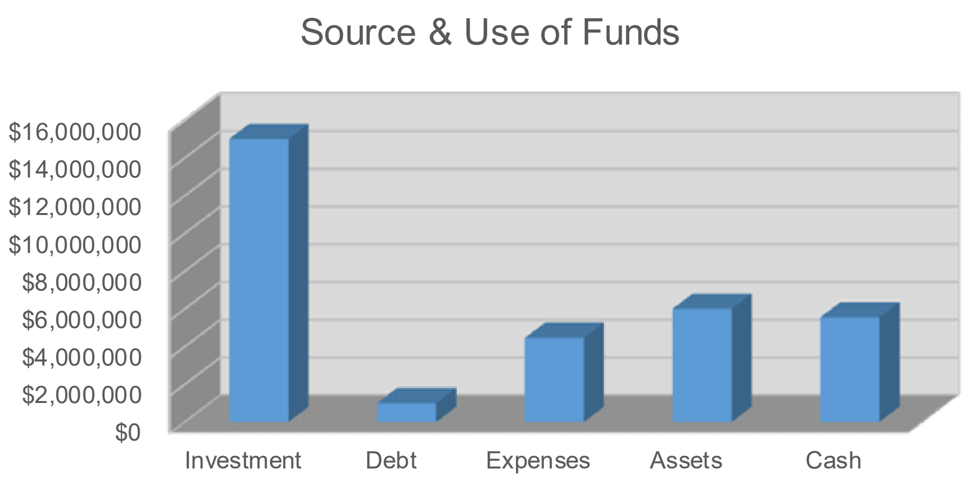


Pre-Operating Source and Use of Funds

Pre-Operating Use of Funds	
Expenses	
Marketing & Advertising	$300,000
Travel & Entertainment	$30,000
Legal & Accounting	$7,500
Professional Services	$22,000
Consultants	$15,000
Rent Deposit	$60,000
Research & Development	$3,000,000
Staff/Payroll	$1,000,000
Fees/Dues/Subscriptions	$6,000
Office Supplies	$15,000
Total Expenses	**$4,455,500**
Assets	
Inventory	$0
Property	$1,000,000
Equipment	$5,000,000
Other Long-Term Assets	$0
Total Assets	**$6,000,000**
Total Use of Funds	**$10,455,500**

Pre-Operating Source of Funds	
Investment	
Owner	$0
Investor	$15,000,000
Total Investment	**$15,000,000**
Debt	
Current Debt	$0
Long-Term Debt	$1,000,000
Total Debt	**$1,000,000**
Total Source of Funds	**$16,000,000**

Total Source & Use of Funds	
Total Source of Funds	$16,000,000
Total Use of Funds	$10,455,500
Month 1 Starting Cash	**$5,544,500**

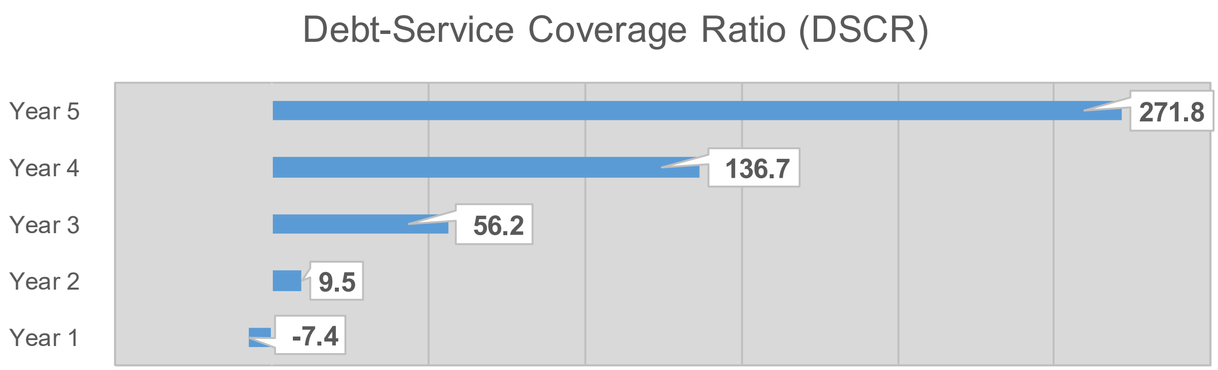


Investor Return & Debt Overview

The Investor Return section details the investor(s) initial investment, investment multiple, investment fifth year value, investor(s) share of the Company, the value of the Company in the fifth year, and internal rate of return for 3 different cases.

Investor Return					
	Investment	**Years Invested**	**Investment Multiple**	**5th Year Value**	**Company Share**
Initial	$15,000,000	5	4.0	$60,000,000	33.1%
Total	**$15,000,000**		**4.0**	**$60,000,000**	**33.1%**
	5th Year Company Earnings		**5th Year Multiple**	**5th Year Company Value**	
Company	$36,223,327		5.0	$181,116,637	
	Company IRR				
Normal Case	25.6%				
Best Case	31.0%				
Worst Case	19.5%				

Debt Overview					
	Year 1	Year 2	Year 3	Year 4	Year 5
Starting Balance	$1,000,000	$892,571	$775,065	$646,536	$505,950
Yearly Interest	$85,640	$75,563	$64,540	$52,483	$39,295
Yearly Principal	$107,429	$117,506	$128,529	$140,586	$153,774
Total Payments	$193,069	$193,069	$193,069	$193,069	$193,069
Ending Balance	$892,571	$775,065	$646,536	$505,950	$352,176

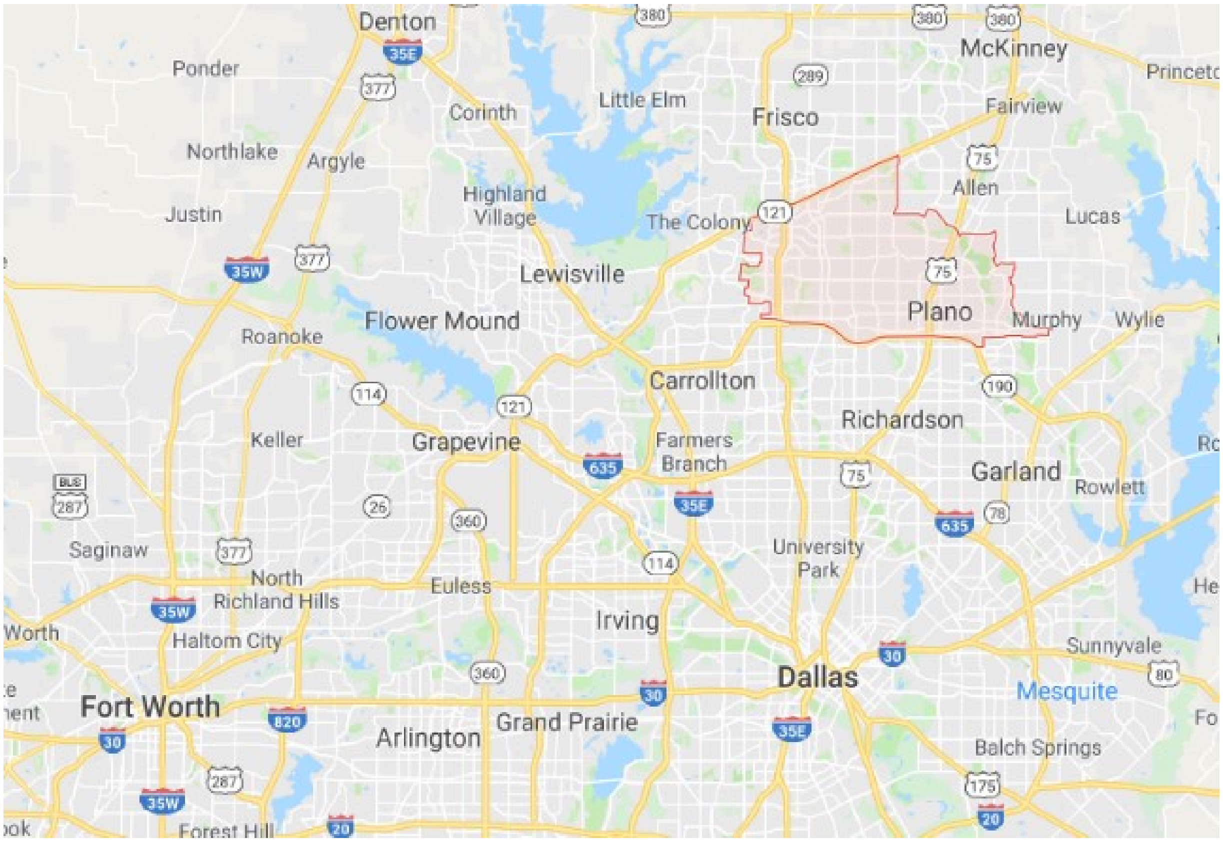


Company Summary

Get Fit! is a Delaware C-Corp founded in June 2023, with headquarters in Plano, TX. As operations expand, satellite offices and sales reps will be developed in other metropolitan cities in U.S. and other countries based on the speed of expansion in the next 3-5 years.

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 technology-development firms with which it can partner.



Company Ownership

Get Fit! Inc. founder and president, Brian Butler, currently owns 100% of common stock. SAFE Notes are currently owned by initial investors. Additional stock will be issued to future investors, employees, and BOD.

Market Needs and Value Proposition

Concerns over obesity, and enhanced awareness of how fitness helps us achieve our goals, and the desire to look good is driving people everywhere to get in shape, achieve improved health, and have a more energetic lifestyle. While around 200 million people in the U.S. ages 6 and older "are regularly active in a fitness, team sport, recreational, or outdoor activity," according to the Physical Activity Council (PAC), another 50+ million people are only casually active and millions more are dangerously inactive.[1]

At the same time, technologically advanced fitness devices are increasingly enabling people to track their workouts, monitor vital signs, and engage with other people to encourage working out and getting healthy. The market for "smart" devices and location-aware items is now being moved forward by products that are both business- and consumer-friendly and therefore able to generate substantial revenue. Location-based tracking products, for example, are projected to reach over $3.5 billion in 2024, driven by tracking products for:[2]

- Health
- Commercial/enterprise
- Wearables
- iBeacons

"The potential of this market continues to draw investment and interest," states ABI Research. "Carriers eager to solve the problem of saturated markets have begun to reconsider this space with the dawn of location-aware wearables and the Internet of Everything." The market is also evolving to support personal safety products for children, elderly family members, pets, and cars, among other uses.

These kinds of functional accessories are the next phase of technology development. Get Fit! will be at the forefront of delivering leading-edge connected systems for this largely untapped market. Get Fit! was founded to address several needs in the fitness and location-aware markets. Its devices "encourage the inner explorer" with forward-thinking tracking and monitoring capabilities, connecting users with other people, and promoting an active lifestyle that can benefit every single person in the U.S. and worldwide.

[1] PAC. "Participation Report." http://www.physicalactivitycouncil.com/pdfs/current.pdf
[2] ABI Research. "GPS Tracking Devices to Break $3.5 Billion in 2024." http://www.marketwatch.com/

Products and Services

The objective of Get Fit! is to bring to market a line of highly functional, fashionably designed, and connected wearable tracking products that, coupled with a smartphone, are able to capture the location, movement, and proximity to friends in the area immediately surrounding the user. The Get Fit! technology and devices, as noted, are expected to create a large user base of people from around the world. Among its many benefits and features 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

The flagship Get Fit! product is a fitness band with tracking ability for monitoring distances, speed, time, geographical location, and heart rate. The Get Fit! devices are made from the highest quality rubber, with steel and glass components that are nearly unbreakable yet beautiful enough to complement even formal wear. These are the only bands on the market that can withstand aggressive, dynamic activity.

The interactive, real-time, geo-located nature of the Get Fit! device, and its associated app, presents users with cause-and-effect evidence of how fitness impacts their health, athletic success, social acuity, and mental well-being. The Get Fit! user interface provides continual reinforcement, incentives, and visual evidence of progress, with the following capabilities:

- Social media and interaction
- Monitoring services
- Geo fencing (for tracking, monitoring, etc.)
- Geo caching (for challenges, course/obstacle creation, etc.)
- Secured payment services

Get Fit! integrates both proprietary software and existing popular programs such as Instagram, Google Maps, and Facebook, among others. These features enable a built-in group activity feature. Because the devices can monitor location-based activity they can also “sense” the proximity between users and groups of friends, teammates, and family members, etc., who can then share their locations within their social group via a dedicated app on their smartphone or tablet. When the proximity feature is enabled, data can be shared among other wearers and downloaded as desired, i.e. by coaches for teams or among teammates, by friends or social groups, among family members etc. As such, Get Fit! will be creating a large and marketable platform with a large active user base and database of analytical health-related information.

Get Fit! will be 100% made in USA, with a fully scalable business model that will include a growing roster of activity-tracking products geared towards living an active lifestyle.

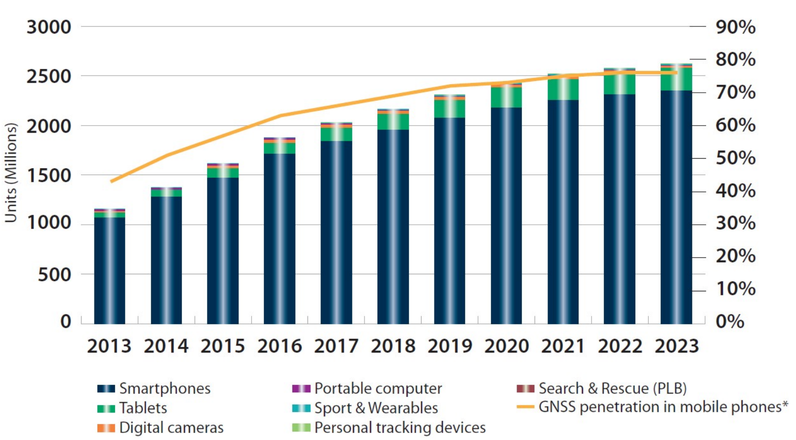
Market Analysis

GPS personal tracking technology, as noted above, is projected to reach over $3.5 billion by 2024. In the past, the market has been "beset by fragmentation, pricey gadgets, nebulous ROI and its struggles with indoor locations," according to ABI Research. "That's set to change in just a few short years." In addition to wireless carriers that are eager to expand into other device classes that utilize navigation and location tech, major market segments include wearables, the Internet of Things (IoT) and iBeacons.

These segments will drive large and growing ancillary markets. For example, ABI projects that there will be a huge increase in the enterprise wearables market. It will reach an estimated $18 billion in 2032, which is "a blistering compound annual growth rate (CAGR) of 56.1 percent," states ABI. Wearables will "become an integral part of enterprise mobile enablement strategies." Salesforce projects that 180 million wearables were sold in 2023, compared to 50 million in 2018. Manufacturers "are already feeling the effects of heightened demand," as ABI reports "a significant increase in GPS IC shipments into this space over the past year, as low-cost GPS units become adopted worldwide for a host of applications."[3]

Location-based services (LBS) are increasingly part of the GPS and global navigation satellite system (GNSS) market in the U.S., Europe, and the rest of the world. Whereas smartphones have comprised a major portion of the market, other segments will begin to take market share as the entire market ships more units each year. According to the European GNSS Agency (GSA), global shipments of GPS-enabled LBS devices were projected to reach 2.5 billion by 2023.[4]

Shipments of GNSS devices by type



While smartphones will continue to account for the largest market share, a variety of other devices will gain substantial share, including:

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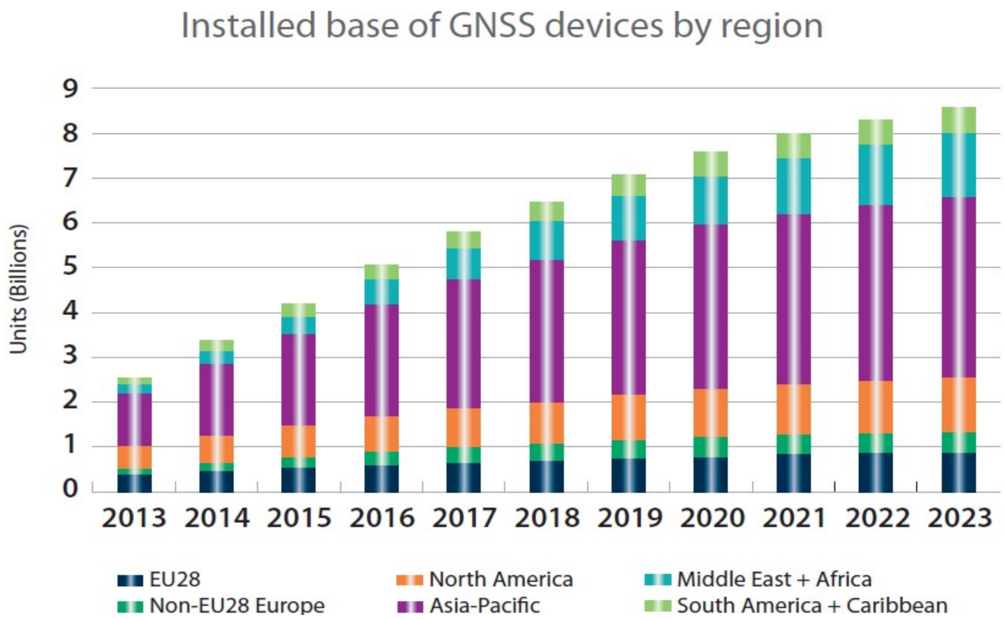
[3] Datamation. "Wearables, IoT to Breathe New Life into GPS: ABI Research." http://www.datamation.com/mobile-wireless/wearables-iot-to-breathe-new-life-into-gps-abi-research.html

[4] GSA. "GNSS Market Report." http://www.gsa.europa.eu/system/files/reports/GNSS-Market-Report-2015-issue4_0.pdf

- Shipments of wearables, including GNSS fitness devices, smart watches and glasses, will further increase to 14 million units by 2023.
- Personal tracking devices represent a high value market niche and will gain prominence, as technological advancements will enable devices to hit the mass market and increase the competitiveness of available solutions. The main applications include, among others, elderly/illness monitoring, family locators, offender monitoring, and lone worker protection. Shipments of personal tracking devices are foreseen to increase from 250,000 units in 2013 to 6.5 million units in 2023.
- Personal Locator Beacons (PLBs) assist rescue authorities in their search to locate people in distress, including hikers and other adventurers on land and employees working in remote areas. In 2022, around 10,000 PLBs for land applications were produced worldwide.

The global installed base and penetration by region is shown below.



The value of mobile context and LBS will more than triple in the next five years, "thanks in large part to the adoption of highly targeted and context-aware ad-supported apps, which will account for over two-thirds of revenues," according to Juniper Research. The market was estimated at $12.2 billion in 2018 and is projected to reach $43.3 billion by 2028. Navigation, social and tracking apps will be large drivers of in-app purchasing."[5]

In addition, mobile health applications, or mHealth, were another $10 billion market in 2023 that is projected reach $31 billion by 2030, maintaining a 15% CAGR.[6]

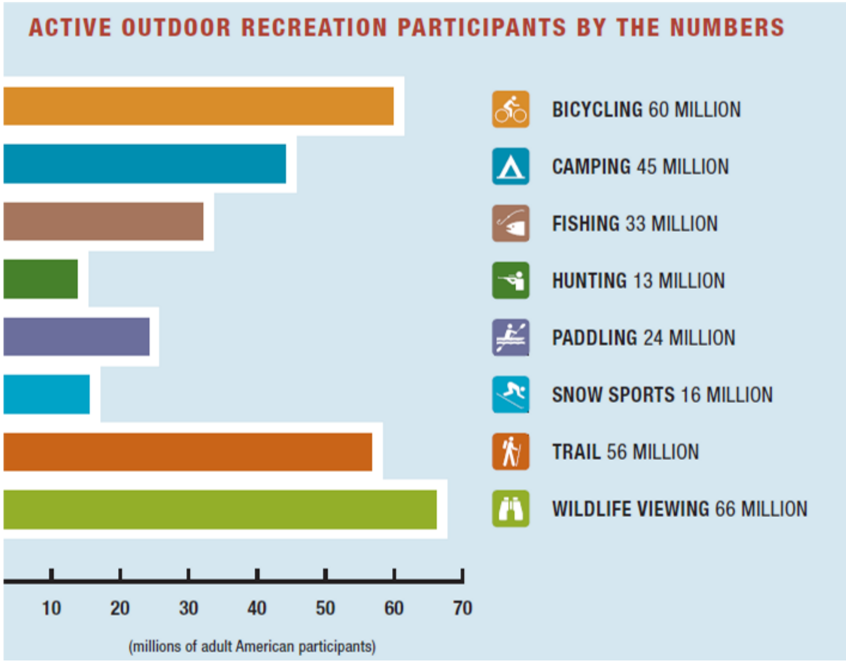
[5] Juniper Research. "Location-based services market will generate $43.3B by 2028." http://www.fiercewireless.com/

[6] Research2Guidance. "The mHealth app market will grow by 15% to reach $31 billion by 2020." http://research2guidance.com/2015/11/11/the-mhealth-app-market-will-grow-by-15-to-reach-31-billion-by-2020/

Market Segmentation

The market for Get Fit! includes a wide range of individuals who typically already participate in outdoor activities such as running/jogging, swimming, kayaking, or cycling etc., beginning with beta-testing in its home market of Dallas, Texas.

On a national level, the Outdoor Industry Association (OIA) reports that over 140 million Americans participate in outdoor recreation each year, with the two largest segments being baby boomers and millennials. "Boomers know the thrill of summiting a mountain, the solace of boating pristine waters and the excitement of having new experiences," according to the OIA's State of the Industry Report. "Millennials thrive on action, speed, and adrenaline. But both groups find common ground in the active outdoor lifestyle." The following graphic illustrates participation among U.S. adults by activity.[7]



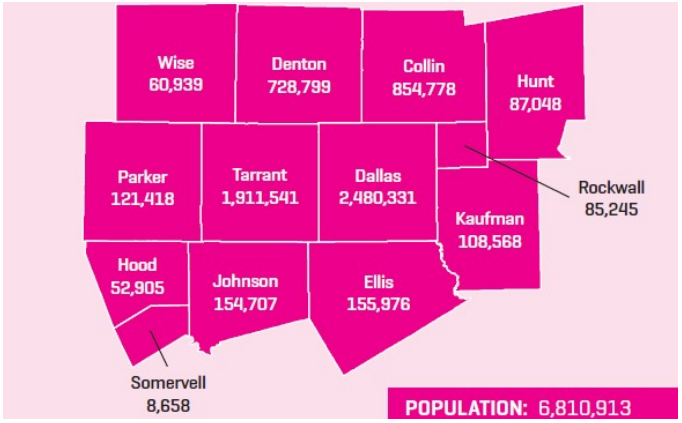
The market also includes those who are occasionally active outdoors or on the verge of participating but just do not know what to do or where to get started. Through social media and the Get Fit! app, the Company will be able to help accommodate a wide range of athletes/outdoorsman, from beginners to advanced.

Get Fit!'s products will cater to customers, typically 18-55, marketed through its online store, social media, and in-app purchases. The Get Fit! band, app, and future products will be used to enhance customers' physical abilities and promote healthy living, while tracking and sharing their achievements or new records with their friends.

[7] Outdoor Industry Foundation. "The Active Outdoor Recreation Economy." Obtained at: http://www.outdoorfoundation.org/pdf/ResearchRecreationEconomy.pdf

Demographics and Economic Summary

Get Fit! will be market tested, as noted, it the greater Dallas-Fort Worth area. This region is growing fast and is increasingly an employment and new business destination with young active residents. Dallas-Fort Worth (DFW), in fact, is one of the fastest-growing areas of the country. There are more than 6.8 million people a nearly 3.5 million-person workforce.[8]

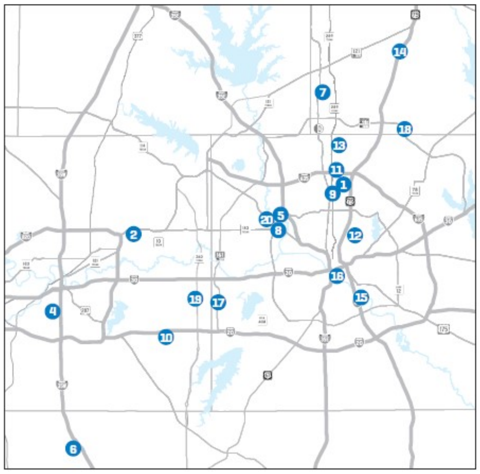


It is also a great location for forging corporate partnerships. In the Dallas metro alone, there are more than 60,000 businesses, including more than 100 corporate headquarters operations, of which 19 are Fortune 1000. The Fort Worth metro is home to over 30,000 companies.[9]

In addition, as shown below, DFW also had 20 companies on the Inc. 500 list of America's fastest-growing companies, in addition to 271 companies in the Inc. 5000.[10]

INC. 500 AMERICA'S FASTEST-GROWING PRIVATE COMPANIES

TWENTY COMPANIES MADE THE INC. 500 LIST IN 2014, AND A TOTAL OF 171 COMPANIES WERE LISTED IN THE INC. 5000



RANK	COMPANY	CITY	3 YEAR % GRWTH	REVENUE
24	CPSG Partners	Dallas	9532%	$17.1 million
37	OpenRoad Lending	North Richland Hills	6603%	$8.9 million
45	Innovative Surveillance Solutions	Tyler	5605%	$10.2 million
61	PMG Worldwide	Fort Worth	5000%	$5.8 million
63	eLan Technologies	Irving	4864%	$9.1 million
78	Old Pro Roofing	Burleson	4076%	$4.9 million
98	PEG Bandwidth	The Colony	3613%	$32.9 million
138	Motivity Labs	Irving	2716%	$3.2 million
174	CenseoHealth	Dallas	2407%	$117.2 million
195	Silver Bullet Construction	Dalworthington Gardens	2216%	$2.5 million
257	Bridger	Addison	1792%	$3.5 billion
303	Apex Resources	Dallas	1515%	$25.5 million
322	Wingspan Portfolio Advisors	Dallas	1442%	$119.9 million
328	Advice Interactive Group	McKinney	1421%	$5.9 million
344	Think Tech Labs	Dallas	1361%	$2.4 million
374	Gadberry Construction Co.	Dallas	1277%	$3.7 million
381	WebyShops	Arlington	1255%	$10.7 million
412	Monster Flooring SALE	Plano	1150%	$6.8 million
437	TexPro Painters	Arlington	1085%	$2.8 million
471	OneSource Virtual	Irving	999%	$37.0 million

[8] Dallas Regional Chamber. "Regional Population." http://www.dallaschamber.org

[9] Dallas Office of Economic Development. "Dallas' Business Advantages." http://www.dallas-ecodev.org/resources/competitive-advantages/

[10] Dallas Regional Chamber. "Business Community." https://www.dallaschamber.org/wp-content/uploads/2014/09/BusinessCommunity-SmallBusiness.pdf

Industry Summary

The Gym and Fitness Center 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.[11]

Revenue
$19.5bn
'18-'23 ↑ 19.3 %
'23-'28 ↑ 20.1 %

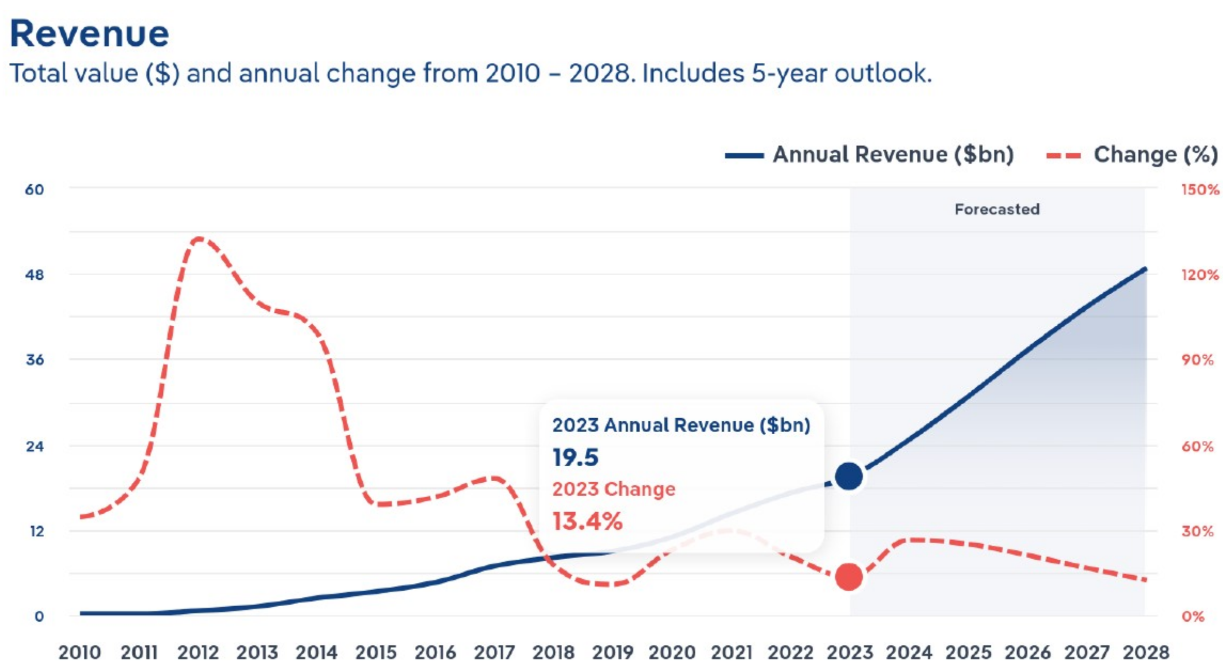
Employees
6,829
'18-'23 ↑ 19.7 %
'23-'28 ↑ 21.3 %

Businesses
514
'18-'23 ↑ 22.8 %
'23-'28 ↑ 22.6 %

Profit
$5.2bn
'18-'23 ↑ 23.5 %

Profit Margin
26.8%
'18-'23 ↑ 4.3 pp

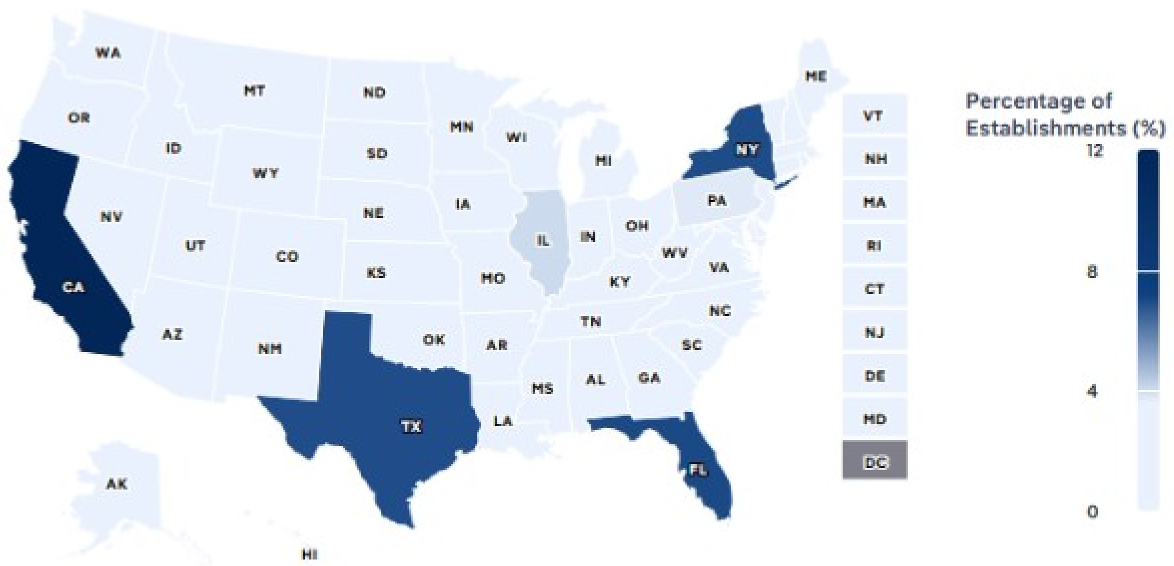
Wages
$975.0m
'18-'23 ↑ 22.2 %
'23-'28 ↑ 21.0 %



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

Industry Analysis

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

State	Establishments Units	Establishments %	Revenue $	Revenue %	Wages $	Employment Units
California	168	24.9	5,880,212,992.0	30.1	289,510,144.0	1,559
Georgia	13	1.9	2,550,423,808.0	13.1	11,316,297.0	93
North Carolina	56	8.3	295,135,520.0	1.5	72,504,856.0	536
Texas	51	7.6	873,863,424.0	4.5	95,867,576.0	554
North Dakota	14	2.1	1,964,744,448.0	10.1	11,714,440.0	92
New Jersey	26	3.9	1,502,984,064.0	7.7	32,309,966.0	319
Florida	37	5.5	223,480,128.0	1.1	16,457,075.0	241
New York	29	4.3	1,126,746,496.0	5.8	55,432,312.0	200
Arizona	29	4.3	251,851,872.0	1.3	34,159,740.0	247
Utah	20	3.0	930,917,888.0	4.8	18,098,802.0	193
South Carolina	14	2.1	61,165,176.0	0.3	15,701,628.0	244
Virginia	27	4.0	84,488,800.0	0.4	25,138,652.0	146
Minnesota	20	3.0	847,877,696.0	4.3	29,391,510.0	193
Michigan	17	2.5	629,296,256.0	3.2	28,142,586.0	189
Colorado	16	2.4	746,667,072.0	3.8	23,456,814.0	101
Nevada	23	3.4	146,636,928.0	0.8	12,426,068.0	114
Maryland	16	2.4	669,791,552.0	3.4	25,548,618.0	77
Illinois	20	3.0	332,126,272.0	1.7	25,303,910.0	129
Massachusetts	19	2.8	150,286,080.0	0.8	16,993,838.0	181
New Mexico	13	1.9	78,044,664.0	0.4	7,557,263.0	151
Connecticut	12	1.8	201,913,920.0	1.0	18,364,348.0	147
Ohio	11	1.6	195,838,096.0	1.0	11,535,648.0	115
Oregon	14	2.1	73,848,672.0	0.4	7,759,036.0	63
Delaware	8	1.2	188,053,312.0	1.0	9,667,491.0	78
Iowa	11	1.6	152,740,496.0	0.8	11,689,698.0	95
Washington	13	1.9	48,190,416.0	0.2	12,088,225.0	62
Indiana	11	1.6	113,712,480.0	0.6	7,291,784.5	98

Competitive Landscape

There is a large diversity of weighted fitness gear on the market; however, none of them have been able to keep pace with a truly active impactful sport. Get Fit! believes its flagship product and future products will be true first-to-market concepts. On a broad scope, though, the Company will compete with other wearables and fitness apps. Fitbit is the best-known brand and has the top wearable product on the market, per IDC data.[12]

Top Five Wearable Device Vendors, Unit Shipments, Market Share, and Year-Over-Year Growth, Q2 2016 (Units in Millions)

Vendor	2Q16 Unit Shipments	2Q16 Market Share	2Q15 Unit Shipments	2Q15 Market Share	2Q16/2Q15 Growth
1. Fitbit	5.7	25.4%	4.4	24.9%	28.7%
2. Xiaomi	3.1	14.0%	3.1	17.2%	2.5%
3. Apple	1.6	7.0%	3.6	20.3%	-56.7%
4. Garmin	1.6	6.9%	0.8	4.2%	106.7%
5. Lifesense	1.0	4.6%	0.0	0.0%	N/A
Others	9.5	42.1%	5.9	33.3%	59.3%
Total	**22.5**	**100.0%**	**17.8**	**100.0%**	**26.1%**

"Fitness is the low-hanging fruit for wearables," according to IDC's Mobile Device Trackers analysis. Basic wearables (devices that do not support third party applications) have grown at the fastest rate, while smart wearables (devices that support third party applications) showed slower growth. "Basic wearables, which include most fitness trackers, have benefited from a combination of factors: a clear value proposition for end-users, an abundant selection of devices from multiple vendors, and affordable price points," says Ramon Llamas, IDC's research manager. "Consequently, basic wearables accounted for 82.8% of all wearable devices shipped during the (second) quarter, and more vendors continue to enter this space. The danger, however, is that most devices end up being copycats of others, making it increasingly difficult to differentiate themselves in a crowded market."[13] Get Fit! will be a unique and highly functional wearable product for fitness, with a state-of-the-art app.

The most used mHealth apps today are fitness-oriented apps MyFitnessPal, MapMyFitness, and EveryMove. Tactio Health, which is a remote patient monitoring app, reports that it has "millions using its mobile health applications." It is connected to nearly 20 outside app publishers/sensor vendors. There are few other similar apps of appreciable size. Moving forward, remote monitoring was the highest-ranked future category for growth potential based on an app developer survey, followed by consultation, diagnostic, reminder, and fitness apps, etc.[14] These are all areas where Get Fit! will excel.

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[12] IDC. "Worldwide Wearables Market Climbs 26.1% in the Second Quarter." https://www.idc.com/getdoc.jsp?containerId=prUS41718216

[13] IDC.

[14] Research2Guidance. "mHealth App Developer Economics 2014." http://research2guidance.com/r2g/research2guidance-mHealth-App-Developer-Economics-2014.pdf

Marketing Strategy & Implementation

User Acquisition
Get Fit! will direct its marketing activities with the goal of maximizing exposure to prospective users and limiting paid advertising. This will be accomplished via the aggressive use of direct sales, networking, strategic partnerships, and the internet and social media. Public relations will also be a major marketing tactic, as publicity on television, print, and digital media often leads to more credibility than paid advertising. This will be important because of the highly unique and potentially life-transforming benefits of the Get Fit! platform and app. As such, early marketing tactics will include, but will not be limited to:

- Word-of-mouth advertising (referral bonus, etc.)
- Digital media advertising
- Fitness/other influencers
- Merchant/providers-assisted advertising
- Signing up local doctors and hospitals (they will become ambassadors)
- Local events and local marketing (in gyms, high schools, merchants, guerilla marketing)

This should facilitate the user base development and solidify the early membership. Get Fit!'s strong early efforts will gain multiplying effects from the viral marketing and public relations, including growth from user migration from existing social network sites. Marketing will also include:

- **PPC/CPM**: Get Fit! will use pay-per-click (PPC) and CPM (cost-per-thousand impressions) campaigns that advertises the website along the sidebars of search engines and on relevant websites with text and banner ads.
- **E-mail marketing**: Get Fit! will have a continually growing contact list and will also attain e-mail lists of potential users, and it will institute an e-mail marketing campaign targeting customers and their network of friends.
- **Facebook/Social Media**: The Get Fit! website has Facebook, Twitter and Instagram links where consumers can hit the like and share buttons to promote the Company's info within their social networks. The site will also connect to LinkedIn and YouTube, etc., and a blog.
- **Mobile app development**: Get Fit! will be available for download in the Apple App Store, which helps to further gain exposure among mobile consumers. ASO (App Store Optimization) will expose Get Fit! to people searching for similar platforms.

Merchant Acquisition

- **Strategic partnerships**: Since Get Fit!'s technology is designed to improve the health and wellness of local communities, there are synergies with many other entities, including local hospitals, medical centers, research groups, mayor's offices, the American Heart Association, health insurance companies, and non-profits, etc.
- **Business partners**: Get Fit! is planning to grow by adding sales teams in different geographic areas. These salespeople will be responsible for merchants' sign-ups using direct marketing and sales. Other merchants' acquisition channels will include conventions, chamber of commerce, BNI, and Rotary clubs, etc. In addition, Get Fit! is planning to develop strategic partnership agreements with firms that deal with local merchants, aka PostMates, Yelp, Uber Eats, etc., as well as with national brands like Whole Foods and Walgreens, etc.

- **Partnering with credit-card processors**: Get Fit! is seeking potential partnership with credit card processing companies. Get Fit! is currently in the process of negotiation with one processor for exclusive distribution rights.
- **High Margin Services provider acquisitions:**
    - Business development
    - Conventions (aka IHRSA)
    - Influencers Associations that provide certifications for trainers (N.A.S.M, ACE, ACSM)
    - Partnering with networks
- **Online store acquisition**:
    - Digital advertising
    - Conventions
- **Colleges & schools**:
    - Partnerships with schools
- **Direct to employees at corporate wellness / HR departments**

Web Summary

Get Fit! is developing an attractive and user-friendly website at GetFitPro.com that emphasizes it as a new, innovative and service-oriented company. It will be a relatively simple yet robust website that features informational content such as company history and the Get Fit! technology, as well as how people can contact the Company. The website will be continually developed as the Company grows and will be professionally designed and maintained by Veztek USA. Features will also include targeted imbedded social media, email contact forms, and several professionally developed videos.

GetFitPro.com will have specific landing pages per market vertical:

- Each vertical market will have a specific landing and sales page to speak directly to the targeted consumer (fitness, social media, tracking, etc.)
- All sections will have general health research and information
- Every page will have an easily shareable social media component
- Marketing arrangements with fitness groups, affiliate brands, compatible hardware and software brands, and various associations will be promoted

GetFitPro.com will be a fully functional e-commerce website with multiple payment options, including Pay Pal and Authorize.net. In addition, it will link to 3rd-party online sites such as Amazon, eBay and others. Social commerce through Facebook and Twitter will allow even more payment options.

Company Milestones

- **Year 1**: Patent approval, endorsements from fitness and health experts, prototype developed for CES, etc., release for sale to limited market
- **Year 2**: Release wearable for sale to general public
    - Full scale marketing campaign
- **Year 4**: Achieve discernable market share for wearables in the U.S.
- **Year 5**: Have national presence and relationships with major league teams, 3 additional non-provisional utility patents, and over 1 million global users

SWOT Analysis

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

S

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
- New and innovative products and services

W

WEAKNESSES

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

O

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
- The industry is growing year over year

T

THREATS

- Existing apps, though none with the services of Get Fit!
- Marketing-heavy efforts needed to grow sales in each market
- Widespread illness preventing people from getting into the gym

Management Summary

Note: The management section is for Butler Consultants, showing an example of what the section would have for your business.

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!

Management Gaps

At this point, there are no gaps in the current management. At such a point where additional business expertise is needed, then the Company will consult with executive-placement firms that will help position a COO that can lead the Company forward. An Operations Manager will also be hired to run the multifaceted business.

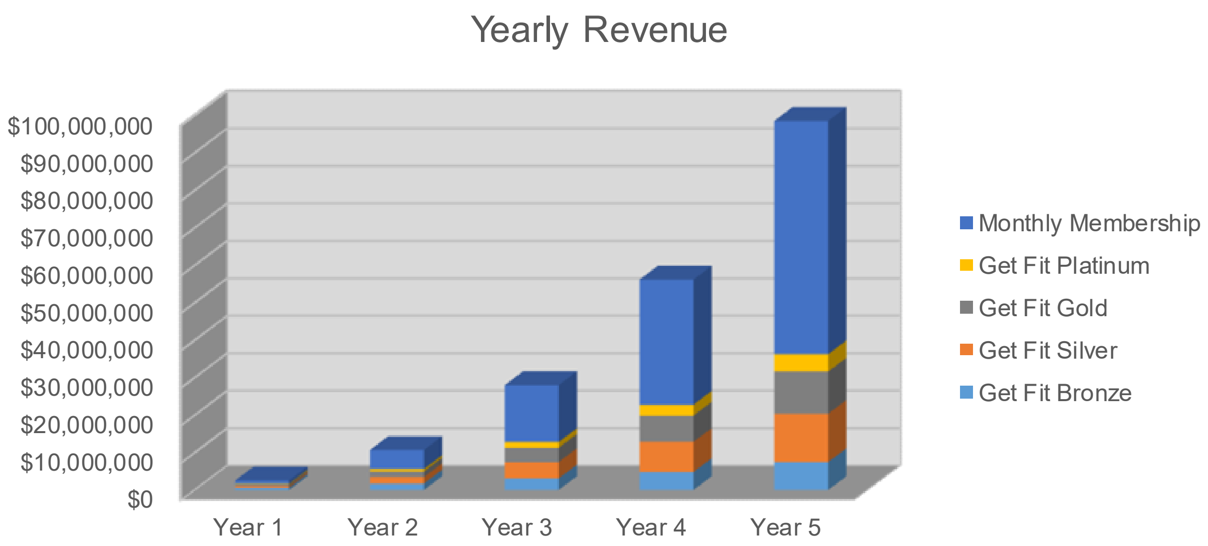
COO
Responsible for the short and long-term profitability and growth of the Company. Organizes leadership and staff to meet strategic goals. Ensures appropriate governance and controls. Identifies and delivers value to stakeholders. May require an advanced degree or its equivalent. Responsible for the development of functional or business unit strategy for the entire organization. Defines corporate vision and strategy, establishes company direction and focus. Executes multiple high impact initiatives to achieve overall corporate goals. Typically requires 15+ years of related experience

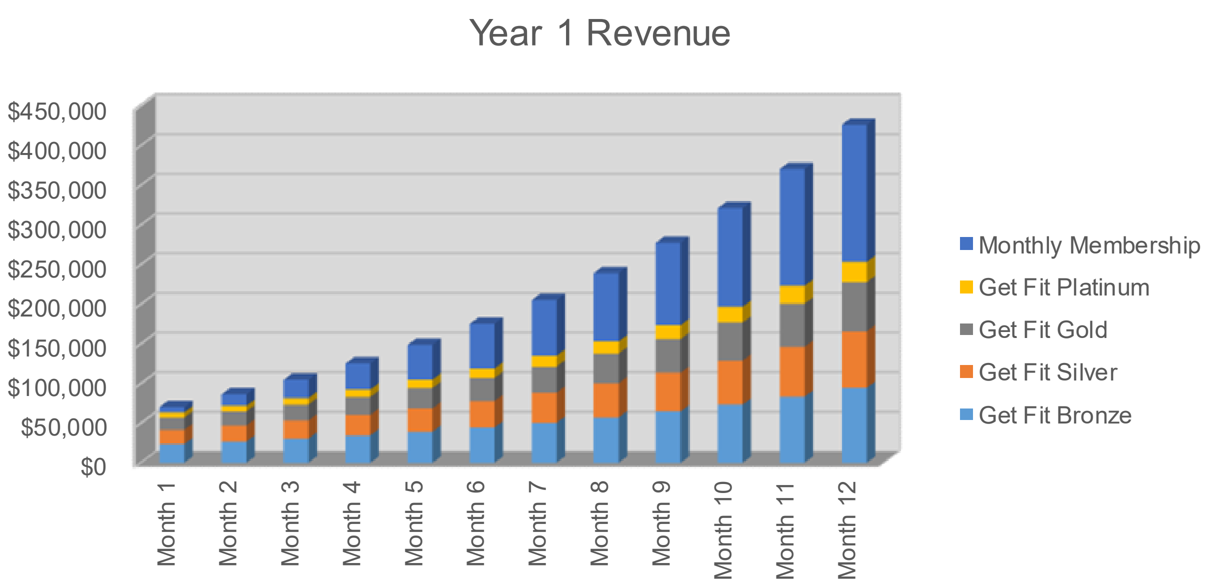
Operations Manager
Manages general activities of the Company's operations. Develops and implements company policies and procedures as well as ensures compliance with these procedures. Evaluates and enhances current operational systems. Prepares reports and audits to monitor and improve operations effectiveness. May coordinate communication between different functions. Requires a bachelor's degree or its equivalent. Typically reports to a senior manager or head of unit/department. Manages subordinate staff in the day-to-day performance of their jobs. Ensures that project/department milestones/goals are met and adhering to approved budgets. Typically requires 5 years' experience in the related area as an individual contributor. 1 to 3 years supervisory experience may be required.

Financial Summary

Revenue Forecast

Yearly Revenue					
	Year 1	Year 2	Year 3	Year 4	Year 5
Units					
Get Fit Bronze	10,534	29,608	52,392	81,538	126,900
Get Fit Silver	5,267	19,486	49,077	90,468	145,012
Get Fit Gold	3,160	11,691	29,446	54,281	87,007
Get Fit Platinum	1,053	3,897	9,815	18,094	29,002
Monthly Membership	98,087	562,397	1,685,678	3,714,812	6,920,309
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	$621,529	$1,746,870	$3,091,104	$4,810,754	$7,487,084
Get Fit Silver	$468,780	$1,734,218	$4,367,818	$8,051,627	$12,906,066
Get Fit Gold	$407,681	$1,508,185	$3,798,529	$7,002,202	$11,223,927
Get Fit Platinum	$167,497	$619,642	$1,560,636	$2,876,874	$4,611,381
Monthly Membership	$882,787	$5,061,574	$15,171,106	$33,433,305	$62,282,780
Gross Revenue	**$2,548,273**	**$10,670,490**	**$27,989,192**	**$56,174,762**	**$98,511,239**
Unit Cost					
Get Fit Bronze	$23.60	$23.13	$22.67	$22.21	$21.77
Get Fit Silver	$35.60	$34.89	$34.19	$33.51	$32.84
Get Fit Gold	$51.60	$50.57	$49.56	$48.57	$47.59
Get Fit Platinum	$63.60	$62.33	$61.08	$59.86	$58.66
Monthly Membership	$1.00	$1.00	$1.00	$1.00	$1.00
Direct Costs					
Get Fit Bronze	$248,612	$684,773	$1,187,479	$1,811,137	$2,762,339
Get Fit Silver	$187,512	$679,814	$1,677,941	$3,031,251	$4,761,658
Get Fit Gold	$163,072	$591,209	$1,459,243	$2,636,167	$4,141,037
Get Fit Platinum	$66,999	$242,900	$599,534	$1,083,076	$1,701,356
Monthly Membership	$98,087	$562,397	$1,685,678	$3,714,812	$6,920,309
Direct Cost of Revenue	**$764,282**	**$2,761,092**	**$6,609,875**	**$12,276,443**	**$20,286,700**


Yearly Revenue
$100,000,000
$90,000,000
$80,000,000
$70,000,000
$60,000,000
$50,000,000
$40,000,000
$30,000,000
$20,000,000
$10,000,000
$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

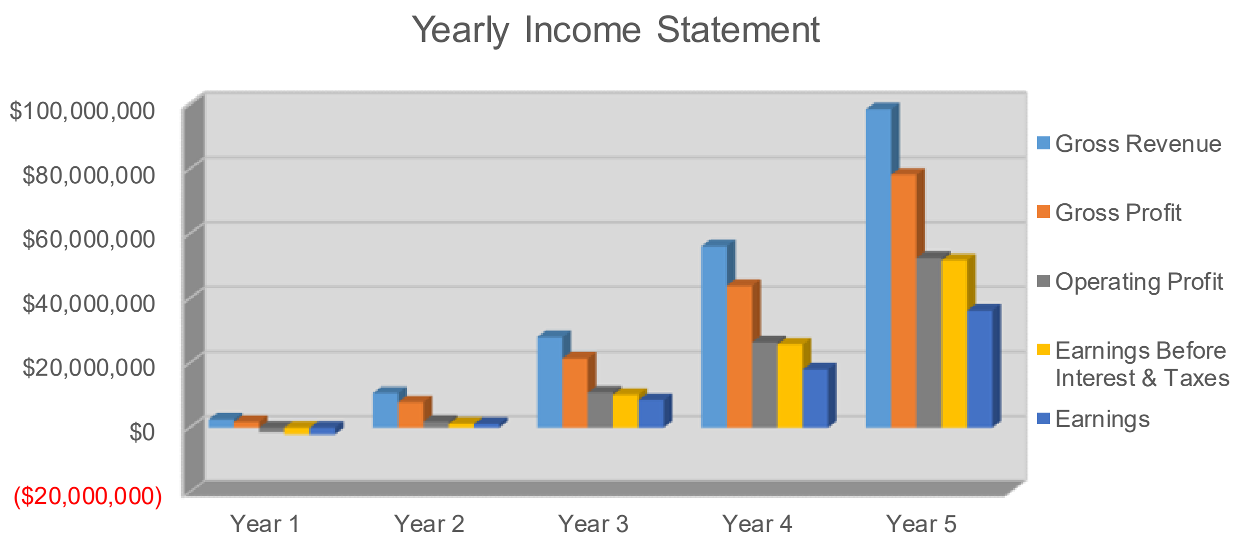

Year 1 Revenue
$450,000
$400,000
$350,000
$300,000
$250,000
$200,000
$150,000
$100,000
$50,000
$0
Month 1
Month 2
Month 3
Month 4
Month 5
Month 6
Month 7
Month 8
Month 9
Month 10
Month 11
Month 12
Monthly Membership
Get Fit Platinum
Get Fit Gold
Get Fit Silver
Get Fit Bronze

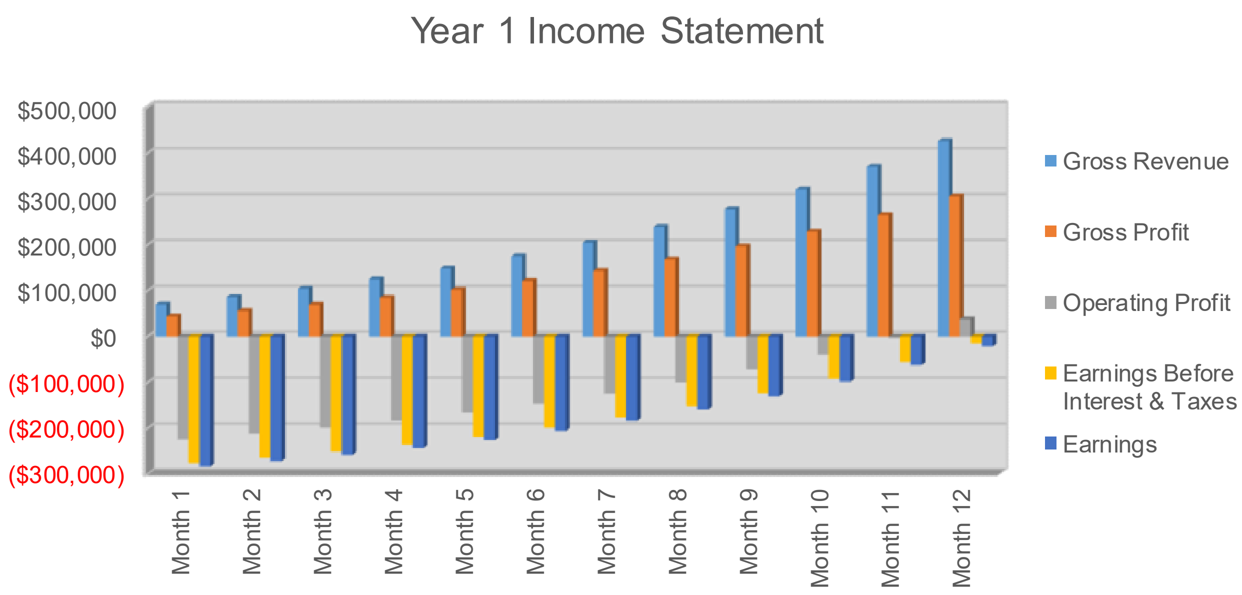
Personnel Forecast

Yearly Personnel					
	Year 1	Year 2	Year 3	Year 4	Year 5
Headcount					
Executives	1	3	5	5	5
Managers	2	6	10	18	26
Developers	8	12	20	36	52
Sales Staff	4	5	7	11	15
Admin Support	5	8	14	26	38
Customer Support	5	8	14	26	38
Total Headcount	**25**	**42**	**70**	**122**	**174**
Compensation					
Executives	$250,000	$300,000	$360,000	$432,000	$518,400
Managers	$120,000	$132,000	$145,200	$159,720	$175,692
Developers	$75,000	$78,750	$82,688	$86,822	$91,163
Sales Staff	$80,000	$84,000	$88,200	$92,610	$97,241
Admin Support	$42,000	$43,260	$44,558	$45,895	$47,271
Customer Support	$36,000	$37,080	$38,192	$39,338	$40,518
Payroll					
Executives	$250,000	$900,000	$1,800,000	$2,160,000	$2,592,000
Managers	$240,000	$792,000	$1,452,000	$2,874,960	$4,567,992
Developers	$600,000	$945,000	$1,653,750	$3,125,588	$4,740,474
Sales Staff	$320,000	$420,000	$617,400	$1,018,710	$1,458,608
Admin Support	$210,000	$346,080	$623,809	$1,193,258	$1,796,312
Customer Support	$180,000	$296,640	$534,694	$1,022,792	$1,539,696
Total Payroll	**$1,800,000**	**$3,699,720**	**$6,681,653**	**$11,395,308**	**$16,695,082**

Income Statement

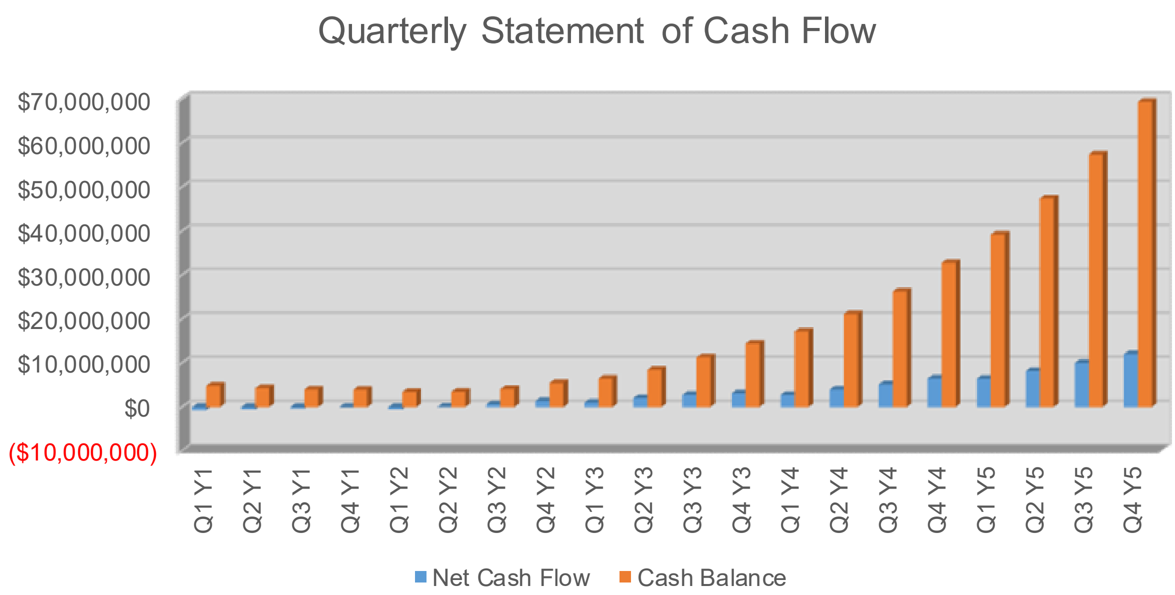
Yearly Income Statement					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	**$2,548,273**	**$10,670,490**	**$27,989,192**	**$56,174,762**	**$98,511,239**
Direct Cost of Revenue	$764,282	$2,761,092	$6,609,875	$12,276,443	$20,286,700
Other Direct Costs	$0	$0	$0	$0	$0
Total Cost of Revenue	**$764,282**	**$2,761,092**	**$6,609,875**	**$12,276,443**	**$20,286,700**
Gross Profit	**$1,783,991**	**$7,909,398**	**$21,379,318**	**$43,898,319**	**$78,224,539**
Gross Profit Percentage	70.0%	74.1%	76.4%	78.1%	79.4%
Operating Expenses					
Marketing & Advertising	$120,000	$180,000	$270,000	$405,000	$607,500
Travel & Entertainment	$60,000	$90,000	$135,000	$202,500	$303,750
Rent	$360,000	$540,000	$810,000	$1,215,000	$1,822,500
Utilities	$72,000	$108,000	$162,000	$243,000	$364,500
Insurance	$24,000	$36,000	$54,000	$81,000	$121,500
Legal/Accounting	$6,000	$9,000	$13,500	$20,250	$30,375
Office Supplies	$18,000	$27,000	$40,500	$60,750	$91,125
Dues & Subscriptions	$2,400	$3,600	$5,400	$8,100	$12,150
Auto	$36,000	$54,000	$81,000	$121,500	$182,250
Web Hosting/Internet	$10,800	$16,200	$24,300	$36,450	$54,675
Leased Equipment	$900	$1,350	$2,025	$3,038	$4,556
Research & Development	$240,000	$360,000	$540,000	$810,000	$1,215,000
Telephones	$14,400	$21,600	$32,400	$48,600	$72,900
Total Payroll	$1,800,000	$3,699,720	$6,681,653	$11,395,308	$16,695,082
Payroll Taxes	$270,000	$554,958	$1,002,248	$1,709,296	$2,504,262
Payroll Benefits	$180,000	$369,972	$668,165	$1,139,531	$1,669,508
Total Operating Expenses	**$3,214,500**	**$6,071,400**	**$10,522,191**	**$17,499,322**	**$25,751,634**
Operating Profit	**($1,430,509)**	**$1,837,998**	**$10,857,127**	**$26,398,997**	**$52,472,906**
Operating Profit Percentage	-56.1%	17.2%	38.8%	47.0%	53.3%
Depreciation	$625,000	$639,000	$652,000	$669,000	$686,000
Earnings Before Interest & Taxes	**($2,055,509)**	**$1,198,998**	**$10,205,127**	**$25,729,997**	**$51,786,906**
EBIT Percentage	-80.7%	11.2%	36.5%	45.8%	52.6%
Interest Expense	$85,640	$75,563	$64,540	$52,483	$39,295
Taxes Accrued	$0	$0	$1,619,751	$7,703,254	$15,524,283
Earnings	**($2,141,149)**	**$1,123,435**	**$8,520,836**	**$17,974,260**	**$36,223,327**
Earnings Percentage	-84.0%	10.5%	30.4%	32.0%	36.8%


Yearly Income Statement
$100,000,000
$80,000,000
$60,000,000
$40,000,000
$20,000,000
$0
($20,000,000)
Year 1
Year 2
Year 3
Year 4
Year 5
Gross Revenue
Gross Profit
Operating Profit
Earnings Before Interest & Taxes
Earnings

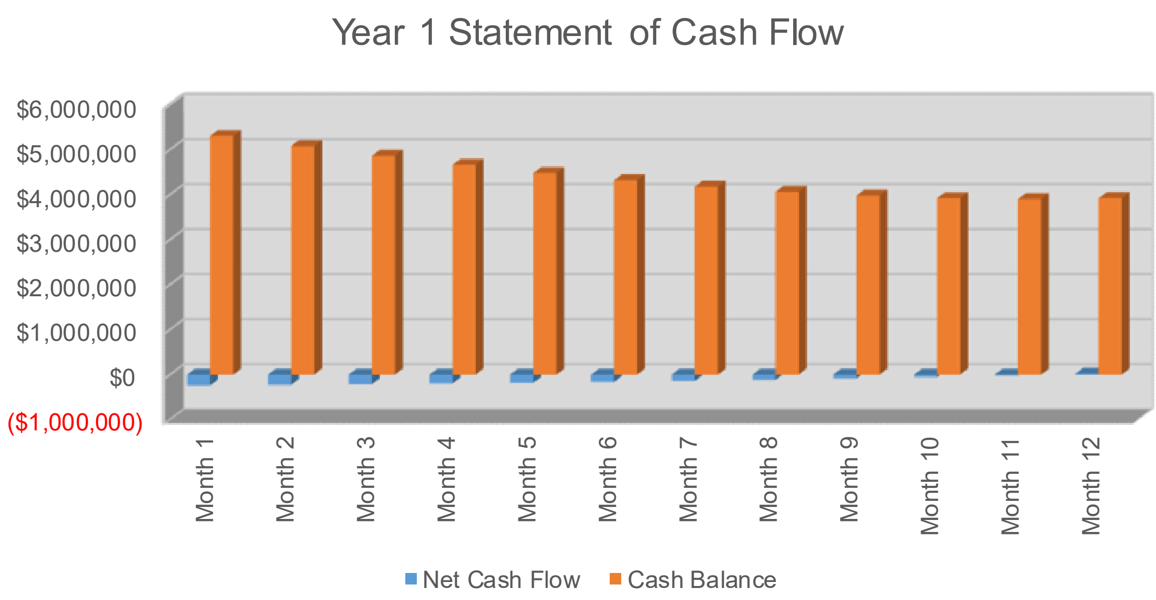

Year 1 Income Statement
$500,000
$400,000
$300,000
$200,000
$100,000
$0
($100,000)
($200,000)
($300,000)
Month 1
Month 2
Month 3
Month 4
Month 5
Month 6
Month 7
Month 8
Month 9
Month 10
Month 11
Month 12
Gross Revenue
Gross Profit
Operating Profit
Earnings Before Interest & Taxes
Earnings

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	$2,548,273	$10,670,490	$27,989,192	$56,174,762	$98,511,239
Total Cash Received	**$2,548,273**	**$10,670,490**	**$27,989,192**	**$56,174,762**	**$98,511,239**
Cash Used					
Cost of Revenue	$764,282	$2,761,092	$6,609,875	$12,276,443	$20,286,700
Payroll/Taxes/Benefits	$2,250,000	$4,624,650	$8,352,066	$14,244,135	$20,868,852
Other Operating Expenses	$964,500	$1,446,750	$2,170,125	$3,255,188	$4,882,781
Additional Inventory	$0	$0	$0	$0	$0
Interest Expense	$85,640	$75,563	$64,540	$52,483	$39,295
Taxes Accrued	$0	$0	$1,619,751	$7,703,254	$15,524,283
Total Cash Used	**$4,064,422**	**$8,908,055**	**$18,816,356**	**$37,531,502**	**$61,601,911**
Net Cash From/(Used By) Operating	**($1,516,149)**	**$1,762,435**	**$9,172,836**	**$18,643,260**	**$36,909,327**
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	$112,000	$104,000	$136,000	$136,000
Total Cash Used	**$0**	**$112,000**	**$104,000**	**$136,000**	**$136,000**
Net Cash From/(Used By) Investing	**$0**	**($112,000)**	**($104,000)**	**($136,000)**	**($136,000)**
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	$107,429	$117,506	$128,529	$140,586	$153,774
Total Cash Used	**$107,429**	**$117,506**	**$128,529**	**$140,586**	**$153,774**
Net Cash From/(Used By) Financing	**($107,429)**	**($117,506)**	**($128,529)**	**($140,586)**	**($153,774)**
Net Cash Flow	($1,623,578)	$1,532,929	$8,940,307	$18,366,674	$36,619,553
Cash Balance	$3,920,922	$5,453,851	$14,394,158	$32,760,832	$69,380,386



Quarterly Statement of Cash Flow
$70,000,000
$60,000,000
$50,000,000
$40,000,000
$30,000,000
$20,000,000
$10,000,000
$0
($10,000,000)
Q1 Y1
Q2 Y1
Q3 Y1
Q4 Y1
Q1 Y2
Q2 Y2
Q3 Y2
Q4 Y2
Q1 Y3
Q2 Y3
Q3 Y3
Q4 Y3
Q1 Y4
Q2 Y4
Q3 Y4
Q4 Y4
Q1 Y5
Q2 Y5
Q3 Y5
Q4 Y5
Net Cash Flow
Cash Balance



Year 1 Statement of Cash Flow
$6,000,000
$5,000,000
$4,000,000
$3,000,000
$2,000,000
$1,000,000
$0
($1,000,000)
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

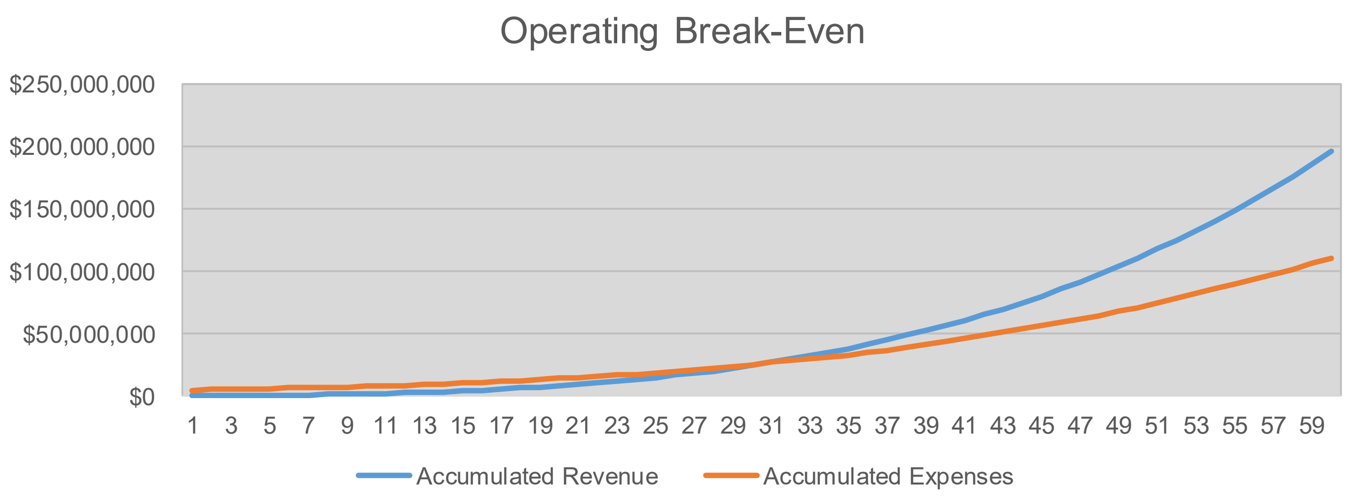
Balance Sheet

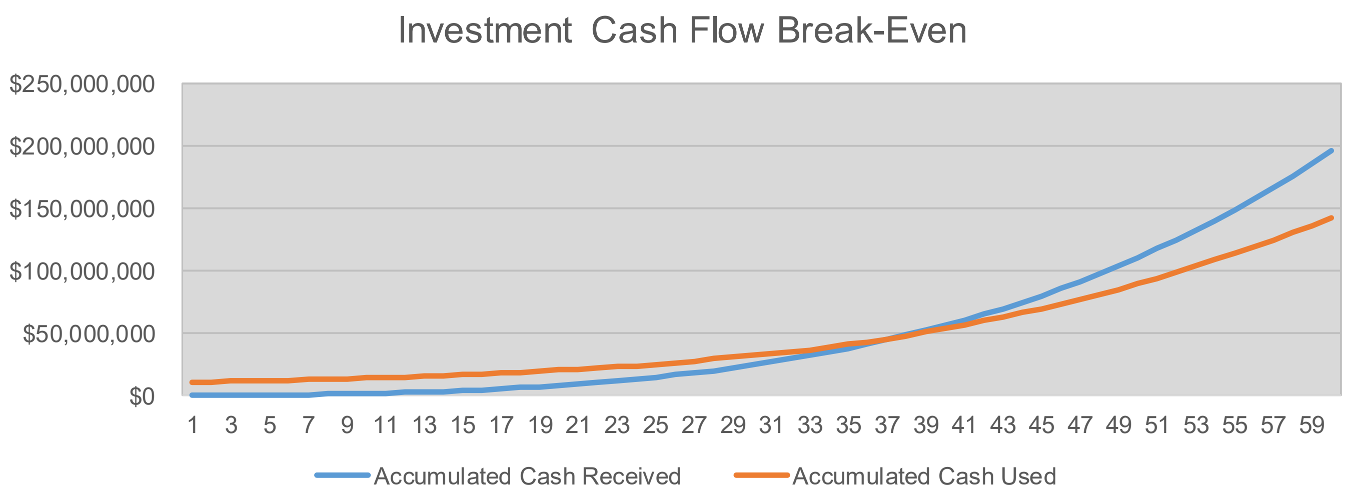
Yearly Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	$3,920,922	$5,453,851	$14,394,158	$32,760,832	$69,380,386
Inventory	$0	$0	$0	$0	$0
Other Current Assets	$0	$0	$0	$0	$0
Total Current Assets	$3,920,922	$5,453,851	$14,394,158	$32,760,832	$69,380,386
Long-Term Assets					
Property	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000
Equipment	$5,000,000	$5,112,000	$5,216,000	$5,352,000	$5,488,000
Other Long-Term Assets	$0	$0	$0	$0	$0
Accumulated Depreciation	($625,000)	($1,264,000)	($1,916,000)	($2,585,000)	($3,271,000)
Total Long-Term Assets	$5,375,000	$4,848,000	$4,300,000	$3,767,000	$3,217,000
Total Assets	**$9,295,922**	**$10,301,851**	**$18,694,158**	**$36,527,832**	**$72,597,386**
Liabilities					
Current Liabilities					
Current Debt	$0	$0	$0	$0	$0
Total Current Liabilities	$0	$0	$0	$0	$0
Long-Term Liabilities					
Long-Term Debt	$892,571	$775,065	$646,536	$505,950	$352,176
New Long-Term Debt	$0	$0	$0	$0	$0
Total Long-Term Liabilities	$892,571	$775,065	$646,536	$505,950	$352,176
Total Liabilities	**$892,571**	**$775,065**	**$646,536**	**$505,950**	**$352,176**
Shareholders' Equity					
Paid-in Capital					
Owner	$0	$0	$0	$0	$0
Investor	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000
New Paid-in Capital	$0	$0	$0	$0	$0
Total Paid-in Capital	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000
Retained Earnings					
Previous Retained Earnings	($4,455,500)	($6,596,649)	($5,473,214)	$3,047,622	$21,021,882
Current Earnings	($2,141,149)	$1,123,435	$8,520,836	$17,974,260	$36,223,327
Total Retained Earnings	($6,596,649)	($5,473,214)	$3,047,622	$21,021,882	$57,245,209
Total Shareholders' Equity	**$8,403,351**	**$9,526,786**	**$18,047,622**	**$36,021,882**	**$72,245,209**
Total Liabilities & Equity	**$9,295,922**	**$10,301,851**	**$18,694,158**	**$36,527,832**	**$72,597,386**

Break-Even Analysis

The Break-Even Analysis details two different break-even points. The Operating Break-Even accounts for the Company's revenue and expenses on the Income Statement. The Investment Cash Flow Break-Even takes the Operating Break-Even one step further by including the inflow and outflows of the Cash Flow. The Investment Cash Flow Break-Even looks at all transfers of money except investments.

Break-Even	
Analysis	**Month**
Operating Break-Even	31
Investment Cash Flow Break-Even	38





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	$2,803,101	$11,737,539	$30,788,112	$61,792,238	$108,362,363
Total Cost of Revenue	$840,710	$3,037,201	$7,270,862	$13,504,087	$22,315,370
Gross Profit	$1,962,390	$8,700,337	$23,517,250	$48,288,151	$86,046,993
Gross Profit Percentage	70.0%	74.1%	76.4%	78.1%	79.4%
Total Operating Expenses	$3,214,500	$6,071,400	$10,522,191	$17,499,322	$25,751,634
Operating Profit	($1,252,110)	$2,628,937	$12,995,059	$30,788,829	$60,295,360
Operating Profit Percentage	-44.7%	22.4%	42.2%	49.8%	55.6%
Earnings Before Interest & Taxes	($1,877,110)	$1,989,937	$12,343,059	$30,119,829	$59,609,360
EBIT Percentage	-67.0%	17.0%	40.1%	48.7%	55.0%
Interest Expense	$85,640	$75,563	$64,540	$52,483	$39,295
Taxes Accrued	$0	$0	$2,565,134	$9,020,204	$17,871,019
Earnings	($1,962,750)	$1,914,375	$9,713,385	$21,047,142	$41,699,045
Earnings Percentage	-70.0%	16.3%	31.5%	34.1%	38.5%
Net Cash Flow	($1,445,179)	$2,323,868	$10,132,856	$21,439,556	$42,095,271
Cash Balance	$4,099,321	$6,423,190	$16,556,046	$37,995,602	$80,090,873

Worst Case -- Revenue Decrease By: 10%					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	$2,293,446	$9,603,441	$25,190,273	$50,557,286	$88,660,115
Total Cost of Revenue	$687,854	$2,484,983	$5,948,887	$11,048,798	$18,258,030
Gross Profit	$1,605,592	$7,118,458	$19,241,386	$39,508,487	$70,402,085
Gross Profit Percentage	70.0%	74.1%	76.4%	78.1%	79.4%
Total Operating Expenses	$3,214,500	$6,071,400	$10,522,191	$17,499,322	$25,751,634
Operating Profit	($1,608,908)	$1,047,058	$8,719,195	$22,009,165	$44,650,452
Operating Profit Percentage	-70.2%	10.9%	34.6%	43.5%	50.4%
Earnings Before Interest & Taxes	($2,233,908)	$408,058	$8,067,195	$21,340,165	$43,964,452
EBIT Percentage	-97.4%	4.2%	32.0%	42.2%	49.6%
Interest Expense	$85,640	$75,563	$64,540	$52,483	$39,295
Taxes Accrued	$0	$0	$753,466	$6,386,305	$13,177,547
Earnings	($2,319,548)	$332,495	$7,249,189	$14,901,377	$30,747,610
Earnings Percentage	-101.1%	3.5%	28.8%	29.5%	34.7%
Net Cash Flow	($1,801,977)	$741,989	$7,668,660	$15,293,791	$31,143,836
Cash Balance	$3,742,523	$4,484,512	$12,153,172	$27,446,963	$58,590,799

Appendix A – Year 1 Financials

Year 1 Monthly Forecast illustrates the Company's first 12 months after the Pre-Operating stage.

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	400	454	515	584	662	751	852	966	1,096	1,244	1,411	1,600
Get Fit Silver	200	227	257	292	331	376	426	483	548	622	705	800
Get Fit Gold	120	136	154	175	199	225	256	290	329	373	423	480
Get Fit Platinum	40	45	51	58	66	75	85	97	110	124	141	160
Monthly Membership	760	1,614	2,576	3,660	4,881	6,260	7,816	9,574	11,561	13,808	16,350	19,227
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	$23,600	$26,770	$30,365	$34,444	$39,070	$44,318	$50,270	$57,022	$64,681	$73,368	$83,222	$94,400
Get Fit Silver	$17,800	$20,191	$22,903	$25,979	$29,468	$33,426	$37,915	$43,008	$48,784	$55,337	$62,769	$71,200
Get Fit Gold	$15,480	$17,559	$19,918	$22,593	$25,627	$29,069	$32,974	$37,402	$42,426	$48,124	$54,588	$61,920
Get Fit Platinum	$6,360	$7,214	$8,183	$9,282	$10,529	$11,943	$13,547	$15,367	$17,431	$19,772	$22,428	$25,440
Monthly Membership	$6,840	$14,530	$23,186	$32,937	$43,931	$56,336	$70,343	$86,166	$104,051	$124,274	$147,152	$173,041
Gross Revenue	**$70,080**	**$86,264**	**$104,554**	**$125,234**	**$148,625**	**$175,092**	**$205,049**	**$238,965**	**$277,373**	**$320,876**	**$370,159**	**$426,001**
Unit Cost												
Get Fit Bronze	$23.60	$23.60	$23.60	$23.60	$23.60	$23.60	$23.60	$23.60	$23.60	$23.60	$23.60	$23.60
Get Fit Silver	$35.60	$35.60	$35.60	$35.60	$35.60	$35.60	$35.60	$35.60	$35.60	$35.60	$35.60	$35.60
Get Fit Gold	$51.60	$51.60	$51.60	$51.60	$51.60	$51.60	$51.60	$51.60	$51.60	$51.60	$51.60	$51.60
Get Fit Platinum	$63.60	$63.60	$63.60	$63.60	$63.60	$63.60	$63.60	$63.60	$63.60	$63.60	$63.60	$63.60
Monthly Membership	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00
Direct Costs												
Get Fit Bronze	$9,440	$10,708	$12,146	$13,777	$15,628	$17,727	$20,108	$22,809	$25,872	$29,347	$33,289	$37,760
Get Fit Silver	$7,120	$8,076	$9,161	$10,391	$11,787	$13,370	$15,166	$17,203	$19,514	$22,135	$25,108	$28,480
Get Fit Gold	$6,192	$7,024	$7,967	$9,037	$10,251	$11,628	$13,189	$14,961	$16,970	$19,250	$21,835	$24,768
Get Fit Platinum	$2,544	$2,886	$3,273	$3,713	$4,212	$4,777	$5,419	$6,147	$6,972	$7,909	$8,971	$10,176
Monthly Membership	$760	$1,614	$2,576	$3,660	$4,881	$6,260	$7,816	$9,574	$11,561	$13,808	$16,350	$19,227
Direct Cost of Revenue	**$26,056**	**$30,308**	**$35,124**	**$40,579**	**$46,759**	**$53,762**	**$61,698**	**$70,694**	**$80,890**	**$92,449**	**$105,553**	**$120,411**

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												
Executives	1	1	1	1	1	1	1	1	1	1	1	1
Managers	2	2	2	2	2	2	2	2	2	2	2	2
Developers	8	8	8	8	8	8	8	8	8	8	8	8
Sales Staff	4	4	4	4	4	4	4	4	4	4	4	4
Admin Support	5	5	5	5	5	5	5	5	5	5	5	5
Customer Support	5	5	5	5	5	5	5	5	5	5	5	5
Total Headcount	**25**	**25**	**25**	**25**	**25**	**25**	**25**	**25**	**25**	**25**	**25**	**25**
Compensation												
Executives	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833
Managers	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000
Developers	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250	$6,250
Sales Staff	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667	$6,667
Admin Support	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500
Customer Support	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000
Payroll												
Executives	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833	$20,833
Managers	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000
Developers	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000
Sales Staff	$26,667	$26,667	$26,667	$26,667	$26,667	$26,667	$26,667	$26,667	$26,667	$26,667	$26,667	$26,667
Admin Support	$17,500	$17,500	$17,500	$17,500	$17,500	$17,500	$17,500	$17,500	$17,500	$17,500	$17,500	$17,500
Customer Support	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000
Total Payroll	**$150,000**	**$150,000**	**$150,000**	**$150,000**	**$150,000**	**$150,000**	**$150,000**	**$150,000**	**$150,000**	**$150,000**	**$150,000**	**$150,000**

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	**$70,080**	**$86,264**	**$104,554**	**$125,234**	**$148,625**	**$175,092**	**$205,049**	**$238,965**	**$277,373**	**$320,876**	**$370,159**	**$426,001**
Direct Cost of Revenue	$26,056	$30,308	$35,124	$40,579	$46,759	$53,762	$61,698	$70,694	$80,890	$92,449	$105,553	$120,411
Other Direct Costs	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cost of Revenue	**$26,056**	**$30,308**	**$35,124**	**$40,579**	**$46,759**	**$53,762**	**$61,698**	**$70,694**	**$80,890**	**$92,449**	**$105,553**	**$120,411**
Gross Profit	**$44,024**	**$55,956**	**$69,431**	**$84,656**	**$101,866**	**$121,330**	**$143,351**	**$168,271**	**$196,483**	**$228,427**	**$264,606**	**$305,590**
Gross Profit Percentage	62.8%	64.9%	66.4%	67.6%	68.5%	69.3%	69.9%	70.4%	70.8%	71.2%	71.5%	71.7%
Operating Expenses												
Marketing & Advertising	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000
Travel & Entertainment	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000
Rent	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000
Utilities	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000
Insurance	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
Legal/Accounting	$500	$500	$500	$500	$500	$500	$500	$500	$500	$500	$500	$500
Office Supplies	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Dues & Subscriptions	$200	$200	$200	$200	$200	$200	$200	$200	$200	$200	$200	$200
Auto	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000
Web Hosting/Internet	$900	$900	$900	$900	$900	$900	$900	$900	$900	$900	$900	$900
Leased Equipment	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75	$75
Research & Development	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000
Telephones	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200
Total Payroll	$150,000	$150,000	$150,000	$150,000	$150,000	$150,000	$150,000	$150,000	$150,000	$150,000	$150,000	$150,000
Payroll Taxes	$22,500	$22,500	$22,500	$22,500	$22,500	$22,500	$22,500	$22,500	$22,500	$22,500	$22,500	$22,500
Payroll Benefits	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000
Total Operating Expenses	**$267,875**	**$267,875**	**$267,875**	**$267,875**	**$267,875**	**$267,875**	**$267,875**	**$267,875**	**$267,875**	**$267,875**	**$267,875**	**$267,875**
Operating Profit	**($223,851)**	**($211,919)**	**($198,444)**	**($183,219)**	**($166,009)**	**($146,545)**	**($124,524)**	**($99,604)**	**($71,392)**	**($39,448)**	**($3,269)**	**$37,715**
Operating Profit Percentage	-319.4%	-245.7%	-189.8%	-146.3%	-111.7%	-83.7%	-60.7%	-41.7%	-25.7%	-12.3%	-0.9%	8.9%
Depreciation	$52,083	$52,083	$52,083	$52,083	$52,083	$52,083	$52,083	$52,083	$52,083	$52,083	$52,083	$52,083
Earnings Before Interest & Taxes	**($275,934)**	**($264,002)**	**($250,528)**	**($235,303)**	**($218,092)**	**($198,628)**	**($176,608)**	**($151,687)**	**($123,476)**	**($91,531)**	**($55,352)**	**($14,369)**
EBIT Percentage	-393.7%	-306.0%	-239.6%	-187.9%	-146.7%	-113.4%	-86.1%	-63.5%	-44.5%	-28.5%	-15.0%	-3.4%
Interest Expense	$7,500	$7,436	$7,371	$7,305	$7,239	$7,173	$7,106	$7,039	$6,971	$6,903	$6,834	$6,764
Taxes Accrued	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Earnings	**($283,434)**	**($271,438)**	**($257,898)**	**($242,608)**	**($225,331)**	**($205,801)**	**($183,714)**	**($158,726)**	**($130,447)**	**($98,434)**	**($62,186)**	**($21,133)**
Earnings Percentage	-404.4%	-314.7%	-246.7%	-193.7%	-151.6%	-117.5%	-89.6%	-66.4%	-47.0%	-30.7%	-16.8%	-5.0%

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	$70,080	$86,264	$104,554	$125,234	$148,625	$175,092	$205,049	$238,965	$277,373	$320,876	$370,159	$426,001
Total Cash Received	**$70,080**	**$86,264**	**$104,554**	**$125,234**	**$148,625**	**$175,092**	**$205,049**	**$238,965**	**$277,373**	**$320,876**	**$370,159**	**$426,001**
Cash Used												
Cost of Revenue	$26,056	$30,308	$35,124	$40,579	$46,759	$53,762	$61,698	$70,694	$80,890	$92,449	$105,553	$120,411
Payroll/Taxes/Benefits	$187,500	$187,500	$187,500	$187,500	$187,500	$187,500	$187,500	$187,500	$187,500	$187,500	$187,500	$187,500
Other Operating Expenses	$80,375	$80,375	$80,375	$80,375	$80,375	$80,375	$80,375	$80,375	$80,375	$80,375	$80,375	$80,375
Additional Inventory	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Interest Expense	$7,500	$7,436	$7,371	$7,305	$7,239	$7,173	$7,106	$7,039	$6,971	$6,903	$6,834	$6,764
Taxes Accrued	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash Used	**$301,431**	**$305,619**	**$310,369**	**$315,759**	**$321,873**	**$328,810**	**$336,680**	**$345,607**	**$355,736**	**$367,226**	**$380,262**	**$395,050**
Net Cash From/(Used By) Operating	**($231,351)**	**($219,354)**	**($205,815)**	**($190,525)**	**($173,248)**	**($153,718)**	**($131,630)**	**($106,642)**	**($78,363)**	**($46,351)**	**($10,102)**	**$30,951**
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	$8,589	$8,653	$8,718	$8,784	$8,850	$8,916	$8,983	$9,050	$9,118	$9,187	$9,255	$9,325
Total Cash Used	**$8,589**	**$8,653**	**$8,718**	**$8,784**	**$8,850**	**$8,916**	**$8,983**	**$9,050**	**$9,118**	**$9,187**	**$9,255**	**$9,325**
Net Cash From/(Used By) Financing	**($8,589)**	**($8,653)**	**($8,718)**	**($8,784)**	**($8,850)**	**($8,916)**	**($8,983)**	**($9,050)**	**($9,118)**	**($9,187)**	**($9,255)**	**($9,325)**
Net Cash Flow	**($239,940)**	**($228,008)**	**($214,533)**	**($199,308)**	**($182,098)**	**($162,634)**	**($140,613)**	**($115,693)**	**($87,481)**	**($55,537)**	**($19,358)**	**$21,626**
Cash Balance	**$5,304,560**	**$5,076,552**	**$4,862,019**	**$4,662,710**	**$4,480,613**	**$4,317,979**	**$4,177,365**	**$4,061,673**	**$3,974,191**	**$3,918,654**	**$3,899,297**	**$3,920,922**

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	$5,304,560	$5,076,552	$4,862,019	$4,662,710	$4,480,613	$4,317,979	$4,177,365	$4,061,673	$3,974,191	$3,918,654	$3,899,297	$3,920,922
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	$5,304,560	$5,076,552	$4,862,019	$4,662,710	$4,480,613	$4,317,979	$4,177,365	$4,061,673	$3,974,191	$3,918,654	$3,899,297	$3,920,922
Long-Term Assets												
Property	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000	$1,000,000
Equipment	$5,000,000	$5,000,000	$5,000,000	$5,000,000	$5,000,000	$5,000,000	$5,000,000	$5,000,000	$5,000,000	$5,000,000	$5,000,000	$5,000,000
Other Long-Term Assets	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Accumulated Depreciation	($52,083)	($104,167)	($156,250)	($208,333)	($260,417)	($312,500)	($364,583)	($416,667)	($468,750)	($520,833)	($572,917)	($625,000)
Total Long-Term Assets	$5,947,917	$5,895,833	$5,843,750	$5,791,667	$5,739,583	$5,687,500	$5,635,417	$5,583,333	$5,531,250	$5,479,167	$5,427,083	$5,375,000
Total Assets	**$11,252,477**	**$10,972,385**	**$10,705,769**	**$10,454,377**	**$10,220,196**	**$10,005,479**	**$9,812,782**	**$9,645,006**	**$9,505,441**	**$9,397,821**	**$9,326,380**	**$9,295,922**
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	$991,411	$982,757	$974,039	$965,255	$956,406	$947,490	$938,507	$929,456	$920,338	$911,152	$901,896	$892,571
New Long-Term Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Long-Term Liabilities	$991,411	$982,757	$974,039	$965,255	$956,406	$947,490	$938,507	$929,456	$920,338	$911,152	$901,896	$892,571
Total Liabilities	**$991,411**	**$982,757**	**$974,039**	**$965,255**	**$956,406**	**$947,490**	**$938,507**	**$929,456**	**$920,338**	**$911,152**	**$901,896**	**$892,571**
Shareholders' Equity												
Paid-in Capital												
Owner	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Investor	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000
New Paid-in Capital	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Paid-in Capital	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000	$15,000,000
Retained Earnings												
Previous Retained Earnings	($4,455,500)	($4,738,934)	($5,010,372)	($5,268,270)	($5,510,878)	($5,736,210)	($5,942,011)	($6,125,724)	($6,284,450)	($6,414,897)	($6,513,331)	($6,575,516)
Current Earnings	($283,434)	($271,438)	($257,898)	($242,608)	($225,331)	($205,801)	($183,714)	($158,726)	($130,447)	($98,434)	($62,186)	($21,133)
Total Retained Earnings	($4,738,934)	($5,010,372)	($5,268,270)	($5,510,878)	($5,736,210)	($5,942,011)	($6,125,724)	($6,284,450)	($6,414,897)	($6,513,331)	($6,575,516)	($6,596,649)
Total Shareholders' Equity	**$10,261,066**	**$9,989,628**	**$9,731,730**	**$9,489,122**	**$9,263,790**	**$9,057,989**	**$8,874,276**	**$8,715,550**	**$8,585,103**	**$8,486,669**	**$8,424,484**	**$8,403,351**
Total Liabilities & Equity	**$11,252,477**	**$10,972,385**	**$10,705,769**	**$10,454,377**	**$10,220,196**	**$10,005,479**	**$9,812,782**	**$9,645,006**	**$9,505,441**	**$9,397,821**	**$9,326,380**	**$9,295,922**

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	$1,000,000	$991,411	$982,757	$974,039	$965,255	$956,406	$947,490	$938,507	$929,456	$920,338	$911,152	$901,896
Interest	$7,500	$7,436	$7,371	$7,305	$7,239	$7,173	$7,106	$7,039	$6,971	$6,903	$6,834	$6,764
Principal	$8,589	$8,653	$8,718	$8,784	$8,850	$8,916	$8,983	$9,050	$9,118	$9,187	$9,255	$9,325
	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	$892,571	$883,177	$873,711	$864,175	$854,567	$844,887	$835,135	$825,309	$815,410	$805,437	$795,388	$785,265
Interest	$6,694	$6,624	$6,553	$6,481	$6,409	$6,337	$6,264	$6,190	$6,116	$6,041	$5,965	$5,889
Principal	$9,395	$9,465	$9,536	$9,608	$9,680	$9,752	$9,826	$9,899	$9,974	$10,048	$10,124	$10,200
	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	$775,065	$764,789	$754,436	$744,005	$733,496	$722,908	$712,241	$701,494	$690,666	$679,757	$668,766	$657,692
Interest	$5,813	$5,736	$5,658	$5,580	$5,501	$5,422	$5,342	$5,261	$5,180	$5,098	$5,016	$4,933
Principal	$10,276	$10,353	$10,431	$10,509	$10,588	$10,667	$10,747	$10,828	$10,909	$10,991	$11,073	$11,156
	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	$646,536	$635,296	$623,972	$612,562	$601,068	$589,486	$577,819	$566,063	$554,219	$542,287	$530,265	$518,153
Interest	$4,849	$4,765	$4,680	$4,594	$4,508	$4,421	$4,334	$4,245	$4,157	$4,067	$3,977	$3,886
Principal	$11,240	$11,324	$11,409	$11,495	$11,581	$11,668	$11,755	$11,844	$11,932	$12,022	$12,112	$12,203
	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	$505,950	$493,656	$481,269	$468,789	$456,216	$443,549	$430,786	$417,928	$404,974	$391,922	$378,772	$365,524
Interest	$3,795	$3,702	$3,610	$3,516	$3,422	$3,327	$3,231	$3,134	$3,037	$2,939	$2,841	$2,741
Principal	$12,294	$12,387	$12,480	$12,573	$12,667	$12,762	$12,858	$12,955	$13,052	$13,150	$13,248	$13,348