

BookTruck.com Startup Budget

UPSIZED MODEL

Startup Budget

Web Development	36,000
Hosting	10,000
Beginning Inventory	0
POS Supplies / Bank Card Machines	800
Stationary and Business Supplies	2,000
Fixtures (tables, counters, lights, file cabinet, tent, signs, etc.)	11,000
Trailer expense (\$30k Capitalized)	10,000
Legal	7,000
Permits	500
Business Licenses	800
Insurance	3,000
Employee Payroll	4,900
Advertising and Promotion	13,200
Office rent and expense	2,500
Utilities	1,000
Other	4,000
Total Startup Budget	106,700

Cash Budget

Cash from Investors	0
Cash from Partners	180,000
Cash from Short-term Loans	0
Cash from Long-term Loans	0
Total Cash Accumulated	180,000
Total Cash Remaining (Needed)	73,300

BookTruck.com Pro Forma Income Statement

	UPSIZED MODEL		
	Yr1	Yr2	Yr3
Pro forma Income Statement			
Sales – new books	750,000	850,000	950,000
Sales – used books	0	0	0
Sales – fee from self-sold used books	0	0	0
Total Sales	750,000	850,000	950,000
Cost of goods sold – new books	525,000	595,000	665,000
Cost of goods sold – used books	0	0	0
Total cost of goods sold	525,000	595,000	665,000
Gross Margin	225,000	255,000	285,000
Gross Margin %	30%	30%	30%
Payroll	128,440	128,440	143,520
Payroll Benefits	25,688	25,688	28,704
Web related charges	19,060	19,060	19,060
Office rent and expense	14,400	14,400	14,400
Utilities	3,000	3,000	3,000
Advertising/promotion	20,000	20,000	20,000
Equipment expense	6,000	6,000	6,000
Truck gas & maintenance	15,600	15,600	15,600
Insurance	3,000	3,000	3,000
Licenses/permits	1,175	1,225	1,275
Interest expense	0	0	0
Depreciation	4500	4500	4500
Pre Opening expense	101,100	1400	1400
Other	3,000	3,001	3,002
Total Operating Expenses	344,963	245,314	263,461
Net Operating Profit	-119,963	9,686	21,539
Estimated Income Tax (30%)	0	2,906	6,462
Net Profit	-119,963	6,780	15,077

BookTruck.com Pro Forma Balance Sheet

UPSIZED MODEL

	Beg Yr1	Beg Yr2	beg Yr3	End Yr3
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Pro Forma Balance Sheet

Assets

Current Assets

Cash and cash equivalents	135,000	4537	5817	25395
Inventories	0	20000	30000	30000
Accounts receivable	0	0	0	0
Deferred income taxes	0	0	0	0
Other current assets	0	0	0	0
Total Current Assets	135000	24537	35817	55395
Property, plant and equipment	30000	30000	30000	30000
Accumulated Depreciation	0	4500	9000	9000
Long-term investments	0	0	0	0
Other assets	0	0	0	0
Total Assets	165000	59037	74817	94395

Liabilities and Stockholders' Equity

Current Liabilities

Accounts Payable		2000	2000	2000
Accrued liabilities	0	1000	1000	1000
Current Borrowing	0	0	0	0
Other				
Total Current Liabilities	0	3000	3000	3000
Total Long-term liabilities	0	0	0	0
Total Liabilities	0	3000	3000	3000

Stockholders' equity

Paid-in capital	180,000	180,000	180,000	180,000
Retained earnings	0	-123,963	-108,183	-88,605
Total Stockholders' equity	180,000	56,037	71,817	91,395
Total Liabilities and Stockholders' Equity	180,000	59,037	74,817	94,395

BookTruck.com Pro Forma Cash Flow Statement

UPSIZED MODEL

Yr1 Yr2 Yr3

Pro forma Cash Flow Statement

Operating Activities

Net income	-119,963	6,780	15,077
Adjustments to reconcile net cash:			
Depreciation and amortization	4500	4500	4500
Provision for deferred taxes	0	0	0
Changes in assets/liabilities:			
Increase in current assets	-20,000	-10,000	0
Increase in A/P and exp	0	0	0
Other, net	0	0	0
Cash provided by operating act	-135,463	1,280	19,577

Investing Activities

Purchases of PPE	-40,000	0	0
Proceeds from dispositions of PPE	0	0	0
Other	0	0	0
Cash used in investing activities	-40,000	0	0

Financing Activities

Proceeds form debt issuances	0	0	0
Principle payment on debt	0	0	0
Investment by others	180,000	0	0
Cash (used in) provided by financing activities	180,000	0	0

(Decrease)increase during year	4,537	1,280	19,577
Balance at beginning of year	0	4,537	5,817
Balance at end of year	4,537	5,817	25,395