

Sample Tech, Inc. Budget

	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11
Income												
4005 - Marketing Services	21,000	29,950	38,453	46,530	54,203	61,493	68,419	74,998	81,248	87,185	92,826	98,185
4010 - Marketing Technology	22,290	29,176	35,717	41,931	47,834	53,443	58,770	63,832	68,640	73,208	77,548	81,671
4015 - Website Development	7,500	7,575	7,651	7,727	7,805	7,883	7,961	8,041	8,121	8,203	8,285	8,368
4020 - List Purchase	1,000	1,010	1,020	1,030	1,041	1,051	1,062	1,072	1,083	1,094	1,105	1,116
4025 - Partner Referrals	0	0	0	0	0	0	0	0	0	0	0	0
4030 - Discounts given	(26)	(34)	(41)	(49)	(55)	(62)	(68)	(74)	(80)	(85)	(90)	(95)
Total Income	51,764	67,677	82,799	97,170	110,827	123,807	136,144	147,869	159,013	169,605	179,673	189,244
COGS												
5005 - Reclassed Wages	12,347	12,347	12,347	17,019	18,792	24,935	24,935	25,086	25,086	25,086	25,086	28,182
5010 - Marketo Fees & Licensing	7,356	9,628	11,787	13,837	15,785	17,636	19,394	21,065	22,651	24,159	25,591	26,951
5015 - Website Development Fees	4,500	4,545	4,590	4,636	4,683	4,730	4,777	4,825	4,873	4,922	4,971	5,021
5020 - List Purchase Expense	500	505	510	515	520	526	531	536	541	547	552	558
5099 - SEO Development	518	677	828	972	1,108	1,238	1,361	1,479	1,590	1,696	1,797	1,892
Total COGS	25,220	27,702	30,062	36,979	40,888	49,065	50,999	52,990	54,742	56,410	57,997	62,604
Gross Profit	26,544	39,975	52,737	60,191	69,939	74,743	85,145	94,879	104,271	113,196	121,676	126,640
Expenses												
General & Admin												
Bank & Financing Charges												
Bank Service Charges	35	35	35	35	35	35	35	35	35	35	35	35
Credit Card Fees	50	50	50	50	50	50	50	50	50	50	50	50
Interest	0	0	0	0	0	0	0	0	0	0	0	0
Merchant Fees	155	203	248	292	332	371	408	444	477	509	539	568
Total Bank Charges	240	288	333	377	417	456	493	529	562	594	624	653
Charitable Contributions												
Depreciation	14	28	42	56	69	83	97	111	125	139	153	167
Dues & Subscriptions												
GoToMeeting	325	325	325	325	325	325	325	325	325	325	325	325
Other	550	550	550	550	550	550	550	550	550	550	550	550
SalesForce	800	800	800	800	800	800	800	800	800	800	800	800
Total Dues & Subscriptions	1,675	1,675	1,675	1,675	1,675	1,675	1,675	1,675	1,675	1,675	1,675	1,675
GA Payroll												
GA - Bonuses	0	0	0	0	0	1,250	0	0	1,250	0	0	1,250
GA - Reclass to COGS	(2,396)	(2,396)	(2,396)	(2,396)	(4,169)	(4,169)	(4,169)	(4,169)	(4,169)	(4,169)	(4,169)	(4,169)
GA - Taxes & Benefits	625	625	625	625	1,088	1,088	1,088	1,088	1,088	1,088	1,088	1,088
GA - Contractors												
GA - Wages	4,167	4,167	4,167	4,167	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250
Total G&A Payroll	2,396	2,396	2,396	2,396	4,169	5,419	4,169	4,169	5,419	4,169	4,169	5,419
Services Payroll												
SV - Bonuses	0	0	5,500	0	0	9,500	0	0	9,500	0	0	10,750
SV - Reclass to COGS	(8,409)	(8,409)	(8,409)	(13,081)	(13,081)	(16,100)	(16,100)	(16,251)	(16,251)	(16,251)	(16,251)	(19,270)
SV - Taxes & Benefits	1,463	1,463	1,463	2,275	2,275	2,800	2,800	2,826	2,826	2,826	2,826	3,351
SV - Contractors												
SV - Wages	9,750	9,750	9,750	15,167	15,167	18,667	18,667	18,842	18,842	18,842	18,842	22,342
Total Services Payroll	2,803	2,803	8,303	4,360	4,360	14,867	5,367	5,417	14,917	5,417	5,417	17,173
Insurance												
Office Expenses												
GA - Printing & Reproduction	50	50	50	50	50	50	50	50	50	50	50	50
Meetings	100	100	100	100	100	100	100	100	100	100	100	100
Office Supplies & Minor Equipment	584	584	584	584	584	584	584	584	584	584	584	584
Postage & Shipping	50	50	50	50	50	50	50	50	50	50	50	50
Total Office Expenses	784	784	784	784	784	784	784	784	784	784	784	784

**Sample Tech, Inc.
Budget**

	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11
Professional Fees												
Accounting	150	150	150	150	150	150	150	150	150	150	150	150
Consulting												
Consulting (Distributions)				4,041			8,964			14,194		
Legal	250	250	250	250	250	250	250	250	250	250	250	250
Payroll Processing	80	80	80	100	120	160	160	160	160	160	160	180
Total Professional Fees	480	480	480	4,541	520	560	9,524	560	560	14,754	560	580
Rent	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250
Telecom & Utilities												
AT&T	550	550	550	550	550	550	550	550	550	550	550	550
Transwest	494	494	494	494	494	494	494	494	494	494	494	494
Utilities	231	231	231	231	231	231	231	231	231	231	231	231
Total Telecom & Utilities	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275
Travel Expenses												
GA - Lodging												
GA - Meals & Entertainment	500	500	500	500	500	500	500	500	500	500	500	500
GA - Other Travel												
GA - Transportation												
Total Travel	500	500	500	500	500	500	500	500	500	500	500	500
Total General & Admin	14,417	14,479	20,038	20,214	18,020	29,869	28,134	19,269	30,067	33,556	19,407	32,475
Sales & Marketing												
Internet Marketing	800	800	800	800	800	800	800	800	800	800	800	800
Public Relations						5,000	5,000	5,000	5,000	5,000	5,000	5,000
SM - Payroll												
SM - Bonuses	0	0	1,250	0	0	4,000	0	0	4,000	0	0	4,000
SM - Reclass to COGS	(1,542)	(1,542)	(1,542)	(1,542)	(1,542)	(4,667)	(4,667)	(4,667)	(4,667)	(4,667)	(4,667)	(4,744)
SM - Taxes & Benefits	1,060	1,362	1,649	1,817	2,036	3,082	3,316	3,535	3,746	3,947	4,138	4,273
SM - Commissions	3,982	5,996	7,911	9,029	10,491	11,211	12,772	14,232	15,641	16,979	18,251	18,996
SM - Contractors												
SM - Wages	3,083	3,083	3,083	3,083	3,083	9,333	9,333	9,333	9,333	9,333	9,333	9,488
Total SM - Payroll	6,583	8,900	12,351	12,387	14,069	22,960	20,754	22,433	28,053	25,593	27,056	32,012
SM - Printing & Reproduction	150	150	150	150	150	150	150	150	150	150	150	150
Other Sales & Marketing	500	500	500	500	500	500	500	500	500	500	500	500
Tradeshows & Events	500	500	500	500	500	500	500	500	500	500	500	500
Travel Expenses												
SM - Lodging	300	300	300	300	300	300	300	300	300	300	300	300
SM - Meals & Entertainment	50	50	50	50	50	50	50	50	50	50	50	50
SM - Other Travel	0	0	0	0	0	0	0	0	0	0	0	0
SM - Transportation	500	500	500	500	500	500	500	500	500	500	500	500
Total SM - Travel Expenses	850	850	850	850	850	850	850	850	850	850	850	850
Website	1,000	1,000	1,000	1,000	1,000	3,000	1,000	1,000	1,000	1,000	1,000	3,000
Total Sales & Marketing	10,383	12,700	16,151	16,187	17,869	33,760	29,554	31,233	36,853	34,393	35,856	42,812
Total Expenses	24,800	27,179	36,189	36,401	35,889	63,629	57,688	50,503	66,920	67,949	55,262	75,288
Net Operating Income	1,744	12,796	16,547	23,790	34,050	11,114	27,457	44,376	37,351	45,246	66,414	51,352
Other Expenses												
Income Tax Expense	610	4,479	5,792	8,326	11,918	3,890	9,610	15,532	13,073	15,836	23,245	17,973
Total Other Expenses	610	4,479	5,792	8,326	11,918	3,890	9,610	15,532	13,073	15,836	23,245	17,973
Net Income	1,133	8,318	10,756	15,463	22,133	7,224	17,847	28,844	24,278	29,410	43,169	33,379

Sample Tech, Inc.
Budget

	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11
Reconcile Net Income to Cash Flow												
Capital Expenditures												
Computer Equipment	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)
Furniture & Fixtures												
Software												
Add Back Depreciation	14	28	42	56	69	83	97	111	125	139	153	167
(Inc)/Dec in Accounts Receivable	0	(15,913)	(15,122)	(14,371)	(13,658)	(12,980)	(12,336)	(11,725)	(11,144)	(10,592)	(10,068)	(9,570)
Inc/(Dec) in Accounts Payable	0	2,430	5,685	3,564	1,699	17,958	(2,003)	(2,597)	9,085	1,348	(5,550)	12,316
Inc/(Dec) in Unearned Revenue												
Inc/(Dec) in Income Tax Payable	610	4,479	5,792	8,326	11,918	3,890	9,610	15,532	13,073	15,836	23,245	17,973
Inc/(Dec) in Accrued Bonuses	0	0	6,750	0	(6,750)	14,750	0	(14,750)	14,750	0	(14,750)	16,000
Debt Financing												
Net Cash Flow	1,258	(1,158)	13,403	12,539	14,911	30,425	12,714	14,915	49,666	35,641	35,699	69,764
Beginning Cash	14,150	15,408	14,249	27,652	40,191	55,101	85,527	98,241	113,156	162,822	198,464	234,162
Ending Cash	15,408	14,249	27,652	40,191	55,101	85,527	98,241	113,156	162,822	198,464	234,162	303,927
Income Tax Liability - Running Bal	610	5,089	10,881	19,207	31,125	35,015	44,625	60,156	73,229	89,065	112,310	130,283
Accrued Bonuses - Running Bal	0	0	6,750	6,750	0	14,750	14,750	0	14,750	14,750	0	16,000
gross profit %	51.28%	59.07%	63.69%	61.94%	63.11%	60.37%	62.54%	64.16%	65.57%	66.74%	67.72%	66.92%
net profit %	2.19%	12.29%	12.99%	15.91%	19.97%	5.83%	13.11%	19.51%	15.27%	17.34%	24.03%	17.64%
4005 - Marketing Services	41.21%	58.78%	67.89%	63.42%	65.33%	59.45%	63.55%	66.55%	69.12%	71.23%	72.97%	71.30%
4010 - Marketing Technology	67.00%	67.00%	67.00%	67.00%	67.00%	67.00%	67.00%	67.00%	67.00%	67.00%	67.00%	67.00%
4015 - Website Development	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%
4020 - List Purchase	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%
Bench	4,653	4,653	4,653	5,398	6,708	10,315	10,315	10,339	10,339	10,339	10,339	10,897

Sample Tech, Inc. Budget

	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12
Income												
4005 - Marketing Services	103,276	108,112	112,706	117,071	121,217	125,156	128,899	132,454	135,831	139,039	142,087	144,983
4010 - Marketing Technology	85,587	89,308	92,842	96,200	99,390	102,421	105,300	108,035	110,633	113,101	115,446	117,674
4015 - Website Development	8,451	8,536	8,621	8,707	8,794	8,882	8,971	9,061	9,151	9,243	9,335	9,429
4020 - List Purchase	1,127	1,138	1,149	1,161	1,173	1,184	1,196	1,208	1,220	1,232	1,245	1,257
4025 - Partner Referrals	0	0	0	0	0	0	0	0	0	0	0	0
4030 - Discounts given	(99)	(104)	(108)	(112)	(115)	(119)	(122)	(125)	(128)	(131)	(134)	(137)
Total Income	198,341	206,990	215,211	223,028	230,459	237,525	244,243	250,632	256,707	262,485	267,980	273,206
COGS												
5005 - Reclassified Wages	28,572	28,572	28,572	28,805	28,894	29,201	29,201	29,352	29,352	29,352	29,352	29,580
5010 - Marketo Fees & Licensing	28,244	29,472	30,638	31,746	32,799	33,799	34,749	35,651	36,509	37,323	38,097	38,832
5015 - Website Development Fees	5,071	5,121	5,173	5,224	5,277	5,329	5,383	5,436	5,491	5,546	5,601	5,657
5020 - List Purchase Expense	563	569	575	580	586	592	598	604	610	616	622	629
5099 - SEO Development	1,983	2,070	2,152	2,230	2,305	2,375	2,442	2,506	2,567	2,625	2,680	2,732
Total COGS	64,433	65,803	67,109	68,586	69,860	71,297	72,373	73,550	74,529	75,462	76,352	77,430
Gross Profit	133,909	141,186	148,102	154,441	160,599	166,228	171,870	177,082	182,178	187,023	191,627	195,776
Expenses												
General & Admin												
Bank & Financing Charges												
Bank Service Charges	35	35	35	35	35	35	35	35	35	35	35	35
Credit Card Fees	50	50	50	50	50	50	50	50	50	50	50	50
Interest	0	0	0	0	0	0	0	0	0	0	0	0
Merchant Fees	595	621	646	669	691	713	733	752	770	787	804	820
Total Bank Charges	680	706	731	754	776	798	818	837	855	872	889	905
Charitable Contributions												
Depreciation	181	194	208	222	236	250	264	278	292	306	319	333
Dues & Subscriptions												
GoToMeeting	325	325	325	325	325	325	325	325	325	325	325	325
Other	550	550	550	550	550	550	550	550	550	550	550	550
SalesForce	800	800	800	800	800	800	800	800	800	800	800	800
Total Dues & Subscriptions	1,675	1,675	1,675	1,675	1,675	1,675	1,675	1,675	1,675	1,675	1,675	1,675
GA Payroll												
GA - Bonuses	0	0	1,250	0	0	1,250	0	0	1,250	0	0	1,250
GA - Reclass to COGS	(4,289)	(4,289)	(4,289)	(4,289)	(4,377)	(4,377)	(4,377)	(4,377)	(4,377)	(4,377)	(4,377)	(4,377)
GA - Taxes & Benefits	1,119	1,119	1,119	1,119	1,142	1,142	1,142	1,142	1,142	1,142	1,142	1,142
GA - Contractors												
GA - Wages	7,458	7,458	7,458	7,458	7,613	7,613	7,613	7,613	7,613	7,613	7,613	7,613
Total G&A Payroll	4,289	4,289	5,539	4,289	4,377	5,627	4,377	4,377	5,627	4,377	4,377	5,627
Services Payroll												
SV - Bonuses	0	0	10,750	0	0	10,750	0	0	10,750	0	0	10,750
SV - Reclass to COGS	(19,539)	(19,539)	(19,539)	(19,773)	(19,773)	(19,924)	(19,924)	(20,075)	(20,075)	(20,075)	(20,075)	(20,226)
SV - Taxes & Benefits	3,398	3,398	3,398	3,439	3,439	3,465	3,465	3,491	3,491	3,491	3,491	3,518
SV - Contractors												
SV - Wages	22,654	22,654	22,654	22,925	22,925	23,100	23,100	23,275	23,275	23,275	23,275	23,450
Total Services Payroll	6,513	6,513	17,263	6,591	6,591	17,391	6,641	6,692	17,442	6,692	6,692	17,492
Insurance												
Office Expenses												
GA - Printing & Reproduction	50	50	50	50	50	50	50	50	50	50	50	50
Meetings	100	100	100	100	100	100	100	100	100	100	100	100
Office Supplies & Minor Equipment	584	584	584	584	584	584	584	584	584	584	584	584
Postage & Shipping	50	50	50	50	50	50	50	50	50	50	50	50
Total Office Expenses	784	784	784	784	784	784	784	784	784	784	784	784

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	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12
Professional Fees												
Accounting	150	150	150	150	150	150	150	150	150	150	150	150
Consulting												
Consulting (Distributions)	21,192			26,755			32,149			36,681		
Legal	250	250	250	250	250	250	250	250	250	250	250	250
Payroll Processing	180	180	180	180	180	180	180	180	180	180	180	180
Total Professional Fees	21,772	580	580	27,335	580	580	32,729	580	580	37,261	580	580
Rent	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250
Telecom & Utilities												
AT&T	550	550	550	550	550	550	550	550	550	550	550	550
Transwest	494	494	494	494	494	494	494	494	494	494	494	494
Utilities	231	231	231	231	231	231	231	231	231	231	231	231
Total Telecom & Utilities	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275
Travel Expenses												
GA - Lodging												
GA - Meals & Entertainment	500	500	500	500	500	500	500	500	500	500	500	500
GA - Other Travel												
GA - Transportation												
Total Travel	500	500	500	500	500	500	500	500	500	500	500	500
Total General & Admin	41,918	20,766	32,805	47,675	21,045	33,130	53,313	21,247	33,280	57,992	21,341	33,421
Sales & Marketing												
Internet Marketing	800	800	800	800	800	800	800	800	800	800	800	800
Public Relations	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
SM - Payroll												
SM - Bonuses	0	0	4,000	0	0	4,000	0	0	4,000	0	0	4,000
SM - Reclass to COGS	(4,744)	(4,744)	(4,744)	(4,744)	(4,744)	(4,900)	(4,900)	(4,900)	(4,900)	(4,900)	(4,900)	(4,977)
SM - Taxes & Benefits	4,436	4,600	4,755	4,898	5,037	5,210	5,337	5,454	5,569	5,678	5,782	5,898
SM - Commissions	20,086	21,178	22,215	23,166	24,090	24,934	25,781	26,562	27,327	28,053	28,744	29,366
SM - Contractors												
SM - Wages	9,488	9,488	9,488	9,488	9,488	9,800	9,800	9,800	9,800	9,800	9,800	9,954
Total SM - Payroll	29,266	30,522	35,715	32,808	33,870	39,044	36,018	36,917	41,796	38,631	39,426	44,242
SM - Printing & Reproduction	150	150	150	150	150	150	150	150	150	150	150	150
Other Sales & Marketing	500	500	500	500	500	500	500	500	500	500	500	500
Tradeshows & Events	500	500	500	500	500	500	500	500	500	500	500	500
Travel Expenses												
SM - Lodging	300	300	300	300	300	300	300	300	300	300	300	300
SM - Meals & Entertainment	50	50	50	50	50	50	50	50	50	50	50	50
SM - Other Travel	0	0	0	0	0	0	0	0	0	0	0	0
SM - Transportation	500	500	500	500	500	500	500	500	500	500	500	500
Total SM - Travel Expenses	850	850	850	850	850	850	850	850	850	850	850	850
Website	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Total Sales & Marketing	38,066	39,322	44,515	41,608	42,670	47,844	44,818	45,717	50,596	47,431	48,226	53,042
Total Expenses	79,984	60,088	77,319	89,283	63,715	80,974	98,130	66,964	83,875	105,423	69,567	86,463
Net Operating Income	53,925	81,099	70,783	65,159	96,884	85,254	73,740	110,118	98,303	81,600	122,060	109,313
Other Expenses												
Income Tax Expense	18,874	28,385	24,774	22,806	33,910	29,839	25,809	38,541	34,406	28,560	42,721	38,260
Total Other Expenses	18,874	28,385	24,774	22,806	33,910	29,839	25,809	38,541	34,406	28,560	42,721	38,260
Net Income	35,051	52,714	46,009	42,353	62,975	55,415	47,931	71,577	63,897	53,040	79,339	71,054

**Sample Tech, Inc.
Budget**

	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12
Reconcile Net Income to Cash Flow												
Capital Expenditures												
Computer Equipment	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)	(500)
Furniture & Fixtures												
Software												
Add Back Depreciation	181	194	208	222	236	250	264	278	292	306	319	333
(Inc)/Dec in Accounts Receivable	(9,098)	(8,648)	(8,222)	(7,816)	(7,431)	(7,066)	(6,718)	(6,389)	(6,075)	(5,778)	(5,495)	(5,227)
Inc/(Dec) in Accounts Payable	3,262	(9,263)	9,269	6,720	(12,147)	9,348	9,116	(14,995)	8,945	11,241	(17,483)	8,987
Inc/(Dec) in Unearned Revenue												
Inc/(Dec) in Income Tax Payable	18,874	28,385	(105,509)	(49,227)	33,910	29,839	(60,745)	38,541	34,406	(70,196)	42,721	38,260
Inc/(Dec) in Accrued Bonuses	0	(16,000)	16,000	0	(16,000)	16,000	0	(16,000)	16,000	0	(16,000)	16,000
Debt Financing												
Net Cash Flow	47,770	46,882	(42,745)	(8,247)	61,042	103,286	(10,652)	72,512	116,964	(11,888)	82,902	128,907
Beginning Cash	303,927	351,697	398,579	355,834	347,587	408,629	511,915	501,263	573,775	690,740	678,852	761,754
Ending Cash	351,697	398,579	355,834	347,587	408,629	511,915	501,263	573,775	690,740	678,852	761,754	890,661
Income Tax Liability - Running Bal	149,157	177,541	72,032	22,806	56,715	86,554	25,809	64,350	98,756	28,560	71,281	109,541
Accrued Bonuses - Running Bal	16,000	0	16,000	16,000	0	16,000	16,000	0	16,000	16,000	0	16,000
gross profit %												
net profit %												
4005 - Marketing Services												
4010 - Marketing Technology												
4015 - Website Development												
4020 - List Purchase												

Bench

Sample Tech, Inc.
Budget

	<u>Total 2011</u>	<u>%</u>	<u>Total 2012</u>	<u>%</u>	<u>Variance</u>
Income					
4005 - Marketing Services	754,489	50%	1,510,832	53%	756,342
4010 - Marketing Technology	654,060	43%	1,235,936	43%	581,877
4015 - Website Development	95,119	6%	107,182	4%	12,063
4020 - List Purchase	12,683	1%	14,291	0%	1,608
4025 - Partner Referrals	0	0%	0	0%	0
4030 - Discounts given	(758)	0%	(1,434)	0%	(676)
Total Income	1,515,592	100%	2,866,807	100%	1,351,215
COGS					
5005 - Reclassed Wages	251,249	17%	348,803	12%	97,553
5010 - Marketo Fees & Licensing	215,840	14%	407,859	14%	192,019
5015 - Website Development Fees	57,071	4%	64,309	2%	7,238
5020 - List Purchase Expense	6,341	0%	7,145	0%	804
5099 - SEO Development	15,156	1%	28,668	1%	13,512
Total COGS	545,658	36%	856,785	30%	311,127
Gross Profit	969,934	64%	2,010,023	70%	1,040,088
Expenses					
General & Admin					
Bank & Financing Charges					
Bank Service Charges	420	0%	420	0%	0
Credit Card Fees	600	0%	600	0%	0
Interest	0	0%	0	0%	0
Merchant Fees	4,547	0%	8,600	0%	4,054
Total Bank Charges	5,567	0%	9,620	0%	4,054
Charitable Contributions	0	0%	0	0%	0
Depreciation	1,083	0%	3,083	0%	2,000
Dues & Subscriptions					
GoToMeeting	3,900	0%	3,900	0%	0
Other	6,600	0%	6,600	0%	0
SalesForce	9,600	1%	9,600	0%	0
Total Dues & Subscriptions	20,100	1%	20,100	1%	0
GA Payroll					
GA - Bonuses	3,750	0%	5,000	0%	1,250
GA - Reclass to COGS	(42,933)	-3%	(52,172)	-2%	(9,238)
GA - Taxes & Benefits	11,200	1%	13,610	0%	2,410
GA - Contractors	0	0%	0	0%	0
GA - Wages	74,667	5%	90,733	3%	16,067
Total G&A Payroll	46,683	3%	57,172	2%	10,488
Services Payroll					
SV - Bonuses	35,250	2%	43,000	1%	7,750
SV - Reclass to COGS	(167,864)	-11%	(238,535)	-8%	(70,671)
SV - Taxes & Benefits	29,194	2%	41,484	1%	12,291
SV - Contractors	0	0%	0	0%	0
SV - Wages	194,625	13%	276,563	10%	81,938
Total Services Payroll	91,205	6%	122,512	4%	31,307
Insurance	0	0%	0	0%	0
Office Expenses					
GA - Printing & Reproduction	600	0%	600	0%	0
Meetings	1,200	0%	1,200	0%	0
Office Supplies & Minor Equipment	7,008	0%	7,008	0%	0
Postage & Shipping	600	0%	600	0%	0
Total Office Expenses	9,408	1%	9,408	0%	0

Sample Tech, Inc.
Budget

	<u>Total 2011</u>	<u>%</u>	<u>Total 2012</u>	<u>%</u>	<u>Variance</u>
Professional Fees					
Accounting	1,800	0%	1,800	0%	0
Consulting	0	0%	0	0%	0
Consulting (Distributions)	27,199	2%	116,776	4%	89,577
Legal	3,000	0%	3,000	0%	0
Payroll Processing	1,600	0%	2,160	0%	560
Total Professional Fees	33,599	2%	123,736	4%	90,137
Rent	51,000	3%	51,000	2%	0
Telecom & Utilities					
AT&T	6,600	0%	6,600	0%	0
Transwest	5,928	0%	5,928	0%	0
Utilities	2,772	0%	2,772	0%	0
Total Telecom & Utilities	15,300	1%	15,300	1%	0
Travel Expenses					
GA - Lodging	0	0%	0	0%	0
GA - Meals & Entertainment	6,000	0%	6,000	0%	0
GA - Other Travel	0	0%	0	0%	0
GA - Transportation	0	0%	0	0%	0
Total Travel	6,000	0%	6,000	0%	0
Total General & Admin	279,945	18%	417,931	15%	137,986
Sales & Marketing					
Internet Marketing	9,600	1%	9,600	0%	0
Public Relations	35,000	2%	60,000	2%	25,000
SM - Payroll					
SM - Bonuses	13,250	1%	16,000	1%	2,750
SM - Reclass to COGS	(40,452)	-3%	(58,096)	-2%	(17,644)
SM - Taxes & Benefits	33,959	2%	62,654	2%	28,695
SM - Commissions	145,490	10%	301,503	11%	156,013
SM - Contractors	0	0%	0	0%	0
SM - Wages	80,904	5%	116,192	4%	35,288
Total SM - Payroll	233,151	15%	438,253	15%	205,102
SM - Printing & Reproduction	1,800	0%	1,800	0%	0
Other Sales & Marketing	6,000	0%	6,000	0%	0
Tradeshows & Events	6,000	0%	6,000	0%	0
Travel Expenses					
SM - Lodging	3,600	0%	3,600	0%	0
SM - Meals & Entertainment	600	0%	600	0%	0
SM - Other Travel	0	0%	0	0%	0
SM - Transportation	6,000	0%	6,000	0%	0
Total SM - Travel Expenses	10,200	1%	10,200	0%	0
Website	16,000	1%	12,000	0%	(4,000)
Total Sales & Marketing	317,751	21%	543,853	19%	226,102
Total Expenses	597,697	39%	961,785	34%	364,088
Net Operating Income	372,238	25%	1,048,238	37%	676,000
Other Expenses					
Income Tax Expense	130,283	9%	366,883	13%	236,600
Total Other Expenses	130,283	9%	366,883	13%	236,600
Net Income	241,954	16%	681,355	24%	439,400