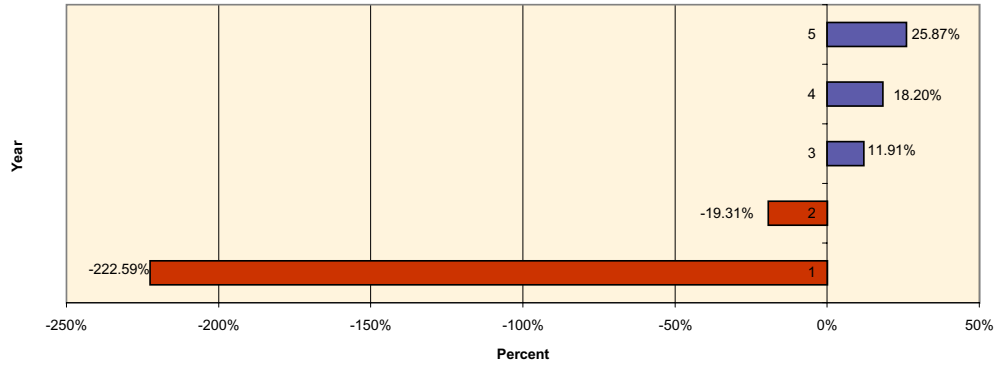


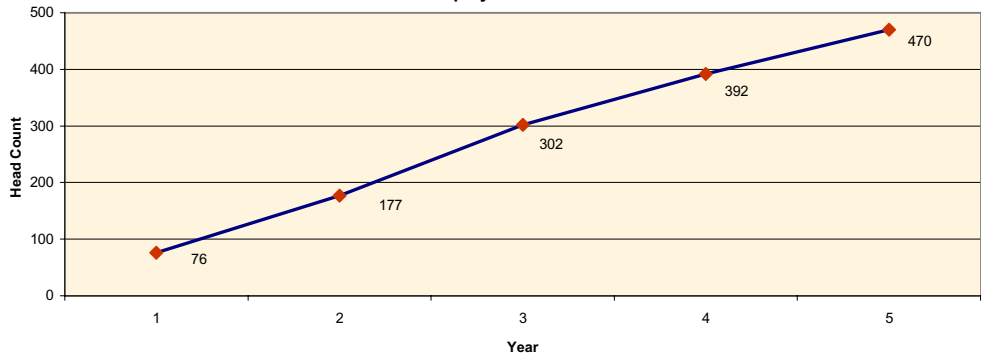
Financial Summary
(All numbers in 000's)

Year	1	2	3	4	5
Revenues	\$1,434	\$10,123	\$29,086	\$66,060	\$129,555
Advertising Budget	1,738	3,633	6,397	12,274	23,549
EBITDA	(3,128)	(1,736)	3,932	18,253	52,350
Net Income	(3,193)	(1,955)	3,465	12,023	33,511
Beginning Cash Balance	0	1,485	18,753	21,055	31,288
Ending Cash Balance	1,485	18,753	21,055	31,288	60,218

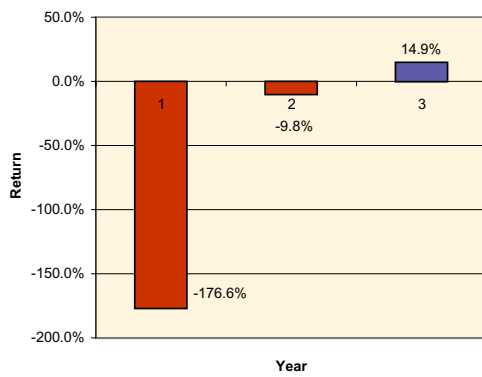
Net Income as % of Revenues



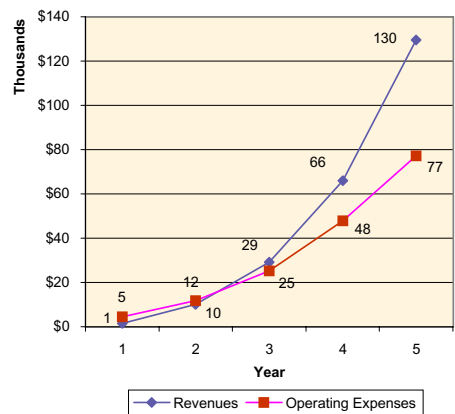
Employee Growth



Return on Equity



Revenues vs. Expenses



Confidential

Echospace.com™, Inc.
Balance Sheet
As of March 31, 2000

ASSETS		March
Current Assets:		
Cash	\$	178,537
Prepaid Rent		1,999
Total Current Assets		<u>180,536</u>
Fixed Assets:		
Hosting Equipment		18,954
Office Computer Equipment		47,532
Office Furniture		6,637
Software		3,710
Total Fixed Assets		<u>76,832</u>
Accumulated Depreciation		<u>(10,185)</u>
TOTAL ASSETS		<u><u>247,184</u></u>
LIABILITIES AND STOCKHOLDER'S EQUITY		
Liabilities:		
Accounts Payable		1,259
Payroll Liabilities		11,970
Total Liabilities		<u>13,229</u>
Stockholder's Equity:		
Capital Stock		525,130
Retained Earnings		<u>(291,175)</u>
Total Stockholder's Equity		<u>233,955</u>
TOTAL LIABILITIES AND STOCKHOLDER'S EQUITY	\$	<u><u>247,184</u></u>

Confidential

Echospace.com™, Inc.
Balance Sheet
As of December 31, 200X

Year (All Numbers In Thousands)	1	2	3
ASSETS			
Current Assets:			
Cash	1,485	18,753	21,055
Accounts Receivable	63	289	677
Total Current Assets	<u>1,548</u>	<u>19,042</u>	<u>21,732</u>
Fixed Assets:			
Office Equipment	158	410	723
Hosting Equipment	92	459	1,090
Trade Show Exhibits	75	225	525
Total Fixed Assets	<u>324</u>	<u>1,094</u>	<u>2,337</u>
Accumulated Depreciation	(65)	(284)	(751)
TOTAL ASSETS	<u><u>1,807</u></u>	<u><u>19,853</u></u>	<u><u>23,318</u></u>
LIABILITIES AND STOCKHOLDER'S EQUITY			
Stockholder's Equity:			
Capital Stock	5,000	25,000	25,000
Retained Earnings	(3,193)	(5,147)	(1,682)
Total Stockholder's Equity	<u>1,807</u>	<u>19,853</u>	<u>23,318</u>
TOTAL LIABILITIES AND STOCKHOLDER'S EQUITY	<u><u>1,807</u></u>	<u><u>19,853</u></u>	<u><u>23,318</u></u>

Confidential

Summarized Projected Income Statement

(All numbers in 000's)

Year	1	2	3	4	5
Revenues	\$1,434	\$10,123	\$29,086	\$66,060	\$129,555
SG&A Expenses					
<i>Salaries</i>	1,806	5,783	12,082	22,610	29,124
<i>Marketing</i>	1,738	3,633	6,397	12,274	23,549
<i>Rent</i>	575	631	1,980	2,142	2,304
<i>Hosting Costs</i>	146	1,060	3,133	7,184	13,928
<i>Utilities</i>	32	91	172	400	928
<i>Professional Fees</i>	48	96	192	384	768
<i>Other</i>	217	565	1,198	2,813	6,604
Total Expenses	4,562	11,859	25,154	47,806	77,205
EBITDA	(3,128)	(1,736)	3,932	18,253	52,350
Depreciation Expense	65	219	467	903	1,577
Loss carried forward	0	(3,193)	(5,147)	(1,682)	0
Taxable Income	0	0	0	15,668	50,774
Less Income Taxes (34%)	0	0	0	5,327	17,263
Net Income	(\$3,193)	(\$1,955)	\$3,465	\$12,023	\$33,511

Confidential

Year One Projected Income Statement

(All numbers in 000's)

Month *	1	2	3	4	5	6	7	8	9	10	11	12	Total
Revenues	\$2.2	\$4.4	\$6.6	\$20	\$35	\$75	\$115	\$155	\$195	\$235	\$275	\$315	\$1,434
SG&A Expenses													
<i>Salaries</i>	33.8	55.1	76.3	97	119	140	161	182	204	225	246	267	1,806
<i>Marketing</i>	241.5	58.8	64.7	64	68	74	241	241	263	83	251	88	1,738
<i>Rent</i>	47.9	47.9	47.9	48	48	48	48	48	48	48	48	48	575
<i>Hosting Costs</i>	1.1	1.1	1.2	3	4	7	11	15	19	24	28	32	146
<i>Utilities</i>	0.8	1.1	1.5	2	2	2	3	3	4	4	4	5	32
<i>Professional Fees</i>	4.0	4.0	4.0	4	4	4	4	4	4	4	4	4	48
<i>Other</i> 5%	16.5	8.4	9.8	11	12	14	23	25	27	19	29	22	217
Total Expenses	346	176	205	228	257	289	491	518	569	406	609	466	4,562
EBITDA	(343)	(172)	(199)	(208)	(222)	(214)	(376)	(363)	(374)	(171)	(334)	(151)	(3,128)
Depreciation Expense	0	0	0	0	0	0	0	0	0	0	0	65	65
Loss carried forward	0	(343)	(515)	(714)	(922)	(1,144)	(1,358)	(1,734)	(2,098)	(2,471)	(2,642)	(2,977)	0
Taxable Income	0	0	0	0	0	0	0	0	0	0	0	0	0
Less Income Taxes (34%)	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	(343)	(172)	(199)	(208)	(222)	(214)	(376)	(363)	(374)	(171)	(334)	(216)	(3,193)

* - Month 1 begins after additional funds are received.

Year Two Projected Income Statement

(All numbers in 000's)

Month	13	14	15	16	17	18	19	20	21	22	23	24	Total
Revenues	\$357	\$398	\$438	\$658	\$712	\$765	\$819	\$1,052	\$1,106	\$1,160	\$1,213	\$1,447	\$10,123
SG&A Expenses													
<i>Salaries</i>	267	306	345	384	423	462	501	540	580	619	658	697	5,783
<i>Marketing</i>	350	390	364	186	350	193	350	186	364	357	350	193	3,633
<i>Rent</i>	53	53	53	53	53	53	53	53	53	53	53	53	631
<i>Hosting Costs</i>	35	39	43	69	74	80	85	112	117	123	127	155	1,060
<i>Utilities</i>	5	5	6	6	7	7	8	8	9	10	10	11	91
<i>Professional Fees</i>	8	8	8	8	8	8	8	8	8	8	8	8	96
<i>Other</i>	36	40	41	35	46	40	50	45	57	58	60	56	565
Total Expenses	753	842	859	741	961	843	1,056	953	1,187	1,227	1,266	1,172	11,859
EBITDA	(396)	(444)	(422)	(83)	(249)	(78)	(237)	100	(81)	(67)	(53)	275	(1,736)
Depreciation Expense	0	0	0	0	0	0	0	0	0	0	0	219	219
Loss carried forward	(3,193)	(3,589)	(4,033)	(4,454)	(4,538)	(4,787)	(4,865)	(5,102)	(5,002)	(5,083)	(5,150)	(5,203)	(3,193)
Taxable Income	0	0	0	0	0	0	0	0	0	0	0	0	0
Less Income Taxes (34%)	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	(396)	(444)	(422)	(83)	(249)	(78)	(237)	\$100	(81)	(67)	(53)	\$56	(1,955)

Confidential

Year Three Projected Income Statement

(All numbers in 000's)

Month	25	26	27	28	29	30	31	32	33	34	35	36	Total
Revenues	\$ 1,514	\$ 1,751	\$ 1,807	\$ 2,056	\$ 2,124	\$ 2,375	\$ 2,445	\$ 2,696	\$ 2,777	\$ 3,039	\$ 3,120	\$ 3,383	\$29,086
SG&A Expenses													
<i>Salaries</i>	697	753	809	866	922	979	1,035	1,091	1,148	1,204	1,261	1,317	12,082
<i>Marketing</i>	538	538	550	542	538	550	538	538	550	542	538	431	6,397
<i>Rent</i>	165	165	165	165	165	165	165	165	165	165	165	165	1,980
<i>Hosting Costs</i>	161	187	193	221	228	256	263	291	299	329	337	367	3,133
<i>Utilities</i>	11	11	12	13	13	14	15	15	16	17	17	18	172
<i>Professional Fees</i>	16	16	16	16	16	16	16	16	16	16	16	16	192
<i>Other</i>	79	84	87	91	94	99	102	106	110	114	117	116	1,198
Total Expenses	1,667	1,755	1,833	1,914	1,977	2,079	2,134	2,223	2,305	2,387	2,451	2,430	25,154
EBITDA	(153)	(4)	(26)	143	147	296	311	473	472	653	669	953	3,932
Depreciation Expense	0	0	0	0	0	0	0	0	0	0	0	467	467
Loss carried forward	(5,147)	(5,300)	(5,304)	(5,330)	(5,187)	(5,040)	(4,745)	(4,434)	(3,961)	(3,489)	(2,836)	(2,168)	(1,682)
Taxable Income	0	0	0	0	0	0	0	0	0	0	0	0	0
Less Income Taxes (34%)	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	(153)	(4)	(26)	\$143	\$147	\$296	\$311	\$473	\$472	\$653	\$669	\$485	\$3,465

Confidential

Summarized Projected Cashflow Statement
(All numbers in 000's)

Year	1	2	3	4	5
Cash From Operating Activities					
Revenues*	\$1,371	\$9,897	\$28,699	\$66,060	\$129,555
Operating Expenses					
<i>Salaries</i>	1,806	5,783	12,082	22,610	29,124
<i>Marketing</i>	1,738	3,633	6,397	12,274	23,549
<i>Rent</i>	575	631	1,980	2,142	2,304
<i>Hosting Costs</i>	146	1,060	3,133	7,184	13,928
<i>Utilities</i>	32	91	172	400	928
<i>Professional Fees</i>	48	96	192	384	768
<i>Tax Expense</i>	0	0	0	5,327	17,263
<i>Other</i>	217	565	1,198	2,813	6,604
Total Operating Expenses	4,562	11,859	25,154	53,134	94,468
Net Cash Inflow (Outflow) From Operations	(3,191)	(1,962)	3,545	12,926	35,087
Cash From Investing Activities					
Capital Expenditures					
<i>Trade Show Exhibits</i>	75	150	300	600	1,200
<i>Computer Equipment</i>	92	368	630	1,653	4,338
<i>Office Equipment</i>	158	253	313	440	620
Total Capital Expenditures	324	770	1,243	2,694	6,158
Net Cash Inflow (Outflow) From Investing	(324)	(770)	(1,243)	(2,694)	(6,158)
Cash From Financing Activities					
Capital Stock	5,000	20,000	0	0	0
Net Cash Inflow (Outflow) From Financing	5,000	20,000	0	0	0
Net Cash Balance	1,485	17,268	2,302	10,233	28,930
Beginning Cash Balance	0	1,485	18,753	21,055	31,288
Ending Cash Balance	\$1,485	\$18,753	\$21,055	\$31,288	\$60,218

* 80% of revenues are estimated to be collected in the year they were generated.

Confidential

Year One Projected Cashflow Statement

(All numbers in 000's)

Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Cash From Operating Activities													
Revenues*	\$1.7	\$3.9	\$6.1	\$17	\$32	\$67	\$107	\$147	\$187	\$227	\$267	\$307	\$1,371
Operating Expenses													
<i>Salaries</i>	33.8	55.1	76.3	97	119	140	161	182	204	225	246	267	1,806
<i>Marketing</i>	241.5	58.8	64.7	64	68	74	241	241	263	83	251	88	1,738
<i>Rent</i>	47.9	47.9	47.9	48	48	48	48	48	48	48	48	48	575
<i>Hosting Costs</i>	1.1	1.1	1.2	3	4	7	11	15	19	24	28	32	146
<i>Utilities</i>	0.8	1.1	1.5	2	2	2	3	3	4	4	4	5	32
<i>Professional Fees</i>	4.0	4.0	4.0	4	4	4	4	4	4	4	4	4	48
<i>Tax Expense</i>	0.0	0.0	0.0	0	0	0	0	0	0	0	0	0	0
<i>Other</i>	16.5	8.4	9.8	11	12	14	23	25	27	19	29	22	217
Total Operating Expenses	346	176	205	228	257	289	491	518	569	406	609	466	4,562
Net Cash Outflow From Operations	(344)	(172)	(199)	(211)	(225)	(222)	(384)	(371)	(382)	(179)	(342)	(159)	(3,191)
Cash From Investing Activities													
Capital Expenditures													
<i>Trade Show Exhibits</i>	75	0	0	0	0	0	0	0	0	0	0	0	75
<i>Hosting Equipment</i>	0	0	0	4	4	12	12	12	12	12	12	12	92
<i>Office Equipment</i>	11	11	12	12	13	13	13	14	14	14	15	15	158
Total Capital Expenditures	86	12	12	16	17	25	25	25	26	26	27	27	324
Net Cash Outflow From Investing	(86)	(12)	(12)	(16)	(17)	(25)	(25)	(25)	(26)	(26)	(27)	(27)	(324)
Cash From Financing Activities													
Capital Stock	5,000												5,000
Net Cash Inflow From Financing	5,000	0	0	0	0	0	0	0	0	0	0	0	5,000
Net Change in Cash Balance	4,570	(184)	(211)	(227)	(242)	(247)	(409)	(397)	(408)	(205)	(369)	(186)	1,485
Beginning Cash Balance	0	4,570	4,386	4,174	3,947	3,706	3,459	3,050	2,653	2,245	2,040	1,671	0
Ending Cash Balance	\$4,570	\$4,386	\$4,174	\$3,947	\$3,706	\$3,459	\$3,050	\$2,653	\$2,245	\$2,040	\$1,671	\$1,485	\$1,485

Month 1 begins after additional funds are received.

* 80% of revenues are estimated to be collected in the year they were generated.

Year Two Projected Cashflow Statement

(All numbers in 000's)

Month	13	14	15	16	17	18	19	20	21	22	23	24	Total
Cash From Operating Activities													
Revenues*	\$349	\$389	\$430	\$614	\$701	\$754	\$808	\$1,006	\$1,095	\$1,149	\$1,202	\$1,400	\$9,897
Operating Expenses													
<i>Salaries</i>	267	306	345	384	423	462	501	540	580	619	658	697	5,783
<i>Marketing</i>	350	390	364	186	350	193	350	186	364	357	350	193	3,633
<i>Rent</i>	53	53	53	53	53	53	53	53	53	53	53	53	631
<i>Hosting Costs</i>	35	39	43	69	74	80	85	112	117	123	127	155	1,060
<i>Utilities</i>	5	5	6	6	7	7	8	8	9	10	10	11	91
<i>Professional Fees</i>	8	8	8	8	8	8	8	8	8	8	8	8	96
<i>Tax Expense</i>	0	0	0	0	0	0	0	0	0	0	0	0	0
<i>Other</i>	36	40	41	35	46	40	50	45	57	58	60	56	565
Total Operating Expenses	753	842	859	741	961	843	1,056	953	1,187	1,227	1,266	1,172	11,859
Net Cash Outflow From Operations	(405)	(452)	(430)	(127)	(260)	(89)	(248)	53	(91)	(78)	(64)	228	(1,962)
Cash From Investing Activities													
Capital Expenditures													
<i>Trade Show Exhibits</i>	150	0	0	0	0	0	0	0	0	0	0	0	150
<i>Hosting Equipment</i>	12	12	12	77	16	16	16	81	16	16	16	81	368
<i>Office Equipment</i>	21	21	21	21	21	21	21	21	21	21	21	21	253
Total Capital Expenditures	183	33	33	98	37	37	37	102	37	37	37	102	770
Net Cash Outflow From Investing	(183)	(33)	(33)	(98)	(37)	(37)	(37)	(102)	(37)	(37)	(37)	(102)	(770)
Cash From Financing Activities													
Capital Stock	20,000	0	0	0	0	0	0	0	0	0	0	0	20,000
Net Cash Inflow From Financing	20,000	0	0	0	0	0	0	0	0	0	0	0	20,000
Net Change in Cash Balance	19,412	(485)	(462)	(225)	(297)	(125)	(284)	(49)	(128)	(115)	(101)	127	17,268
Beginning Cash Balance	1,485	20,898	20,413	19,950	19,725	19,428	19,303	19,019	18,970	18,842	18,727	18,626	1,485
Ending Cash Balance	\$20,898	\$20,413	\$19,950	\$19,725	\$19,428	\$19,303	\$19,019	\$18,970	\$18,842	\$18,727	\$18,626	\$18,753	\$18,753

* 80% of revenues are estimated to be collected in the year they were generated.

Year Three Projected Cashflow Statement

(All numbers in 000's)

Month	25	26	27	28	29	30	31	32	33	34	35	36	Total
Cash From Operating Activities													
Revenues*	\$1,500	\$1,704	\$1,796	\$2,007	\$2,110	\$2,325	\$2,431	\$2,646	\$2,761	\$2,987	\$3,104	\$3,330	\$28,699
Operating Expenses													
Salaries	697	753	809	866	922	979	1,035	1,091	1,148	1,204	1,261	1,317	12,082
Marketing	538	538	550	542	538	550	538	538	550	542	538	431	6,397
Rent	165	165	165	165	165	165	165	165	165	165	165	165	1,980
Hosting Costs	161	187	193	221	228	256	263	291	299	329	337	367	3,133
Utilities	11	11	12	13	13	14	15	15	16	17	17	18	172
Professional Fees	16	16	16	16	16	16	16	16	16	16	16	16	192
Tax Expense	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	79	84	87	91	94	99	102	106	110	114	117	116	1,198
Total Operating Expenses	1,667	1,755	1,833	1,914	1,977	2,079	2,134	2,223	2,305	2,387	2,451	2,430	25,154
Net Cash Inflow From Operations	(167)	(51)	(37)	93	133	245	297	422	456	600	653	900	3,545
Cash From Investing Activities													
Capital Expenditures													
Trade Show Exhibits	300	0	0	0	0	0	0	0	0	0	0	0	300
Hosting Equipment	16	81	16	84	20	85	20	85	24	88	24	88	630
Office Equipment	26	26	26	26	26	26	26	26	26	26	26	26	313
Total Capital Expenditures	342	107	42	110	46	111	46	111	50	114	50	114	1,243
Net Cash Outflow From Investing	(342)	(107)	(42)	(110)	(46)	(111)	(46)	(111)	(50)	(114)	(50)	(114)	(1,243)
Cash From Financing Activities													
Capital Stock	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Cash Inflow From Financing	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Cash Balance	(509)	(158)	(79)	(18)	87	135	251	312	406	486	603	786	2,302
Beginning Cash Balance	18,753	18,244	18,086	18,007	17,990	18,077	18,212	18,463	18,775	19,181	19,667	20,269	18,753
Ending Cash Balance	\$18,244	\$18,086	\$18,007	\$17,990	\$18,077	\$18,212	\$18,463	\$18,775	\$19,181	\$19,667	\$20,269	\$21,055	\$21,055

* 80% of revenues are estimated to be collected in the year they were generated.

Revenues													
Year One	1	2	3	4	5	6	7	8	9	10	11	12	Total
Advertising Royalties	\$ 17	\$ 34	\$ 51	\$ 328	\$ 621	\$ 1,452	\$ 2,283	\$ 3,114	\$ 3,944	\$ 4,775	\$ 5,606	\$ 6,436	\$ 28,660
Licensing	1,971	3,942	5,913	17,739	31,536	67,014	102,492	137,970	173,448	208,926	244,404	279,882	1,275,237
Value Added Sales	10% 199	398	596	1,807	3,216	6,847	10,477	14,108	17,739	21,370	25,001	28,632	130,390
Monthly Totals	\$ 2,187	\$ 4,373	\$ 6,560	\$ 19,873	\$ 35,373	\$ 75,313	\$ 115,252	\$ 155,192	\$ 195,131	\$ 235,071	\$ 275,011	\$ 314,950	\$ 1,434,286
Year Two	1	2	3	4	5	6	7	8	9	10	11	12	Total
Advertising Royalties	\$ 9,447	\$ 10,527	\$ 11,607	\$ 18,602	\$ 20,042	\$ 21,482	\$ 22,921	\$ 30,276	\$ 31,716	\$ 33,156	\$ 34,596	\$ 41,951	\$ 286,323
Licensing	315,360	350,838	386,316	579,474	626,778	674,082	721,386	926,370	973,674	1,020,978	1,068,282	1,273,266	8,916,804
Value Added Sales	32,481	36,137	39,792	59,808	64,682	69,556	74,431	95,665	100,539	105,413	110,288	131,522	920,313
Monthly Totals	\$ 357,288	\$ 397,502	\$ 437,715	\$ 657,883	\$ 711,502	\$ 765,120	\$ 818,738	\$ 1,052,311	\$ 1,105,929	\$ 1,159,548	\$ 1,213,166	\$ 1,446,739	\$ 10,123,440
Year Three	1	2	3	4	5	6	7	8	9	10	11	12	Total
Advertising Royalties	\$ 53,431	\$ 62,510	\$ 64,309	\$ 73,805	\$ 76,020	\$ 85,542	\$ 87,784	\$ 97,307	\$ 99,965	\$ 109,903	\$ 112,561	\$ 122,500	\$ 1,045,637
Licensing	1,322,541	1,529,496	1,578,771	1,795,581	1,854,711	2,073,492	2,134,593	2,353,374	2,424,330	2,652,966	2,723,922	2,952,558	25,396,335
Value Added Sales	137,597	159,201	164,308	186,939	193,073	215,903	222,238	245,068	252,429	276,287	283,648	307,506	2,644,197
Monthly Totals	\$ 1,513,569	\$ 1,751,207	\$ 1,807,388	\$ 2,056,324	\$ 2,123,804	\$ 2,374,937	\$ 2,444,615	\$ 2,695,749	\$ 2,776,724	\$ 3,039,156	\$ 3,120,132	\$ 3,382,563	\$ 29,086,169
Year Four	1	2	3	4	5	6	7	8	9	10	11	12	Total
Advertising Royalties	\$ 149,989	\$ 162,167	\$ 174,344	\$ 187,518	\$ 200,692	\$ 214,863	\$ 229,035	\$ 244,202	\$ 259,370	\$ 275,535	\$ 291,700	\$ 308,861	\$ 2,698,277
Licensing	3,204,846	3,457,134	3,709,422	3,985,362	4,261,302	4,560,894	4,860,486	5,183,730	5,506,974	5,853,870	6,200,766	6,571,314	57,356,100
Value Added Sales	335,484	361,930	388,377	417,288	446,199	477,576	508,952	542,793	576,634	612,941	649,247	688,018	6,005,438
Monthly Totals	\$ 3,690,319	\$ 3,981,231	\$ 4,272,143	\$ 4,590,168	\$ 4,908,194	\$ 5,253,333	\$ 5,598,473	\$ 5,970,726	\$ 6,342,979	\$ 6,742,346	\$ 7,141,712	\$ 7,568,193	\$ 66,059,815
Year Five	1	2	3	4	5	6	7	8	9	10	11	12	Total
Advertising Royalties	\$ 344,135	\$ 362,250	\$ 381,417	\$ 400,585	\$ 421,856	\$ 443,128	\$ 467,556	\$ 491,984	\$ 516,413	\$ 540,841	\$ 565,269	\$ 589,698	\$ 5,525,133
Licensing	6,941,862	7,312,410	7,706,610	8,100,810	8,542,314	8,983,818	9,496,278	10,008,738	10,521,198	11,033,658	11,546,118	12,058,578	112,252,392
Value Added Sales	728,600	767,466	808,803	850,139	896,417	942,695	996,383	1,050,072	1,103,761	1,157,450	1,211,139	1,264,828	11,777,753
Monthly Totals	\$ 8,014,597	\$ 8,442,126	\$ 8,896,830	\$ 9,351,534	\$ 9,860,587	\$ 10,369,640	\$ 10,960,218	\$ 11,550,795	\$ 12,141,372	\$ 12,731,949	\$ 13,322,526	\$ 13,913,103	\$ 129,555,278

Advertising Royalties Data	1	2	3	4	5
Average Visits per Week	3	3	3	3	3
Average Ad Views per Visit*	1	1.3	1.6	1.8	1.9
Revenue per Ad View	\$0.010	\$0.010	\$0.010	\$0.010	\$0.010

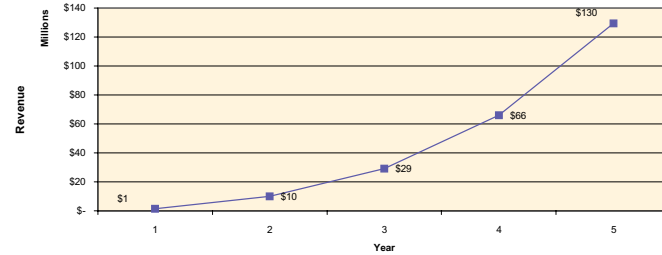
* Assuming only a percentage of ad spot inventory is sold per year.

Revenue Assumptions

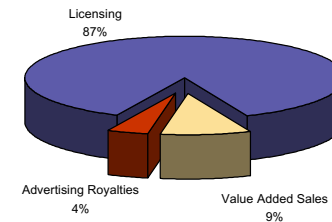
Due to difficulties in obtaining detailed information on similar business to business models and the uniqueness of our product, the following revenue assumptions have been made.

- Advertising royalties are estimated using a profit sharing rate of 50% from co-branded licensing, which is estimated to be 10% of all licensing deals.
- Partnerships are assumed to account for approximately 20% of total revenues
- Revenue from service contracts are based on an industry average of approximately 30% of licensing revenues.
- Licensing Revenues are based on a per user charge to companies who license our product. Although this may not be the actual sales model used, it is used in our forecast because it provides a more concrete basis for revenue projections.

Revenue Growth



Revenue



Licensing Assumptions

		Total Licensing Agreements												
Year One	Monthly Fee	1	2	3	4	5	6	7	8	9	10	11	12	Total
Source:														
Local	\$1,000	1	2	3	4	6	9	12	15	18	21	24	27	27
Regional	\$5,000	0	0	0	1	2	5	8	11	14	17	20	23	23
National	\$80,000	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Licensing Fees		\$ 1,000	\$ 2,000	\$ 3,000	\$ 9,000	\$ 16,000	\$ 34,000	\$ 52,000	\$ 70,000	\$ 88,000	\$ 106,000	\$ 124,000	\$ 142,000	\$ 647,000
Service contracts as % of License Rev.	46%	460	920	1,380	4,140	7,360	15,640	23,920	32,200	40,480	48,760	57,040	65,320	297,620
Total Licensing Revenue		1,460	2,920	4,380	13,140	23,360	49,640	75,920	102,200	128,480	154,760	181,040	207,320	944,620
Partnerships	35%	511	1,022	1,533	4,599	8,176	17,374	26,572	35,770	44,968	54,166	63,364	72,562	330,617
Monthly Totals		\$ 1,971	\$ 3,942	\$ 5,913	\$ 17,739	\$ 31,536	\$ 67,014	\$ 102,492	\$ 137,970	\$ 173,448	\$ 208,926	\$ 244,404	\$ 279,882	\$ 1,275,237

		Total Licensing Agreements												
Year Two	Monthly Fee	1	2	3	4	5	6	7	8	9	10	11	12	Total
Source:														
Local	\$1,000	30	33	36	39	43	47	51	55	59	63	67	71	71
Regional	\$5,000	26	29	32	35	39	43	47	51	55	59	63	67	67
National	\$80,000	0	0	0	1	1	1	1	2	2	2	2	3	3
Total Licensing Fees		\$ 160,000	\$ 178,000	\$ 196,000	\$ 294,000	\$ 318,000	\$ 342,000	\$ 366,000	\$ 470,000	\$ 494,000	\$ 518,000	\$ 542,000	\$ 646,000	\$ 4,524,000
Service contracts as % of License Rev.	46%	73,600	81,880	90,160	135,240	146,280	157,320	168,360	216,200	227,240	238,280	249,320	297,160	2,081,040
Total Licensing Revenue		233,600	259,880	286,160	429,240	464,280	499,320	534,360	686,200	721,240	756,280	791,320	943,160	6,605,040
Partnerships	35%	81,760	90,958	100,156	150,234	162,498	174,762	187,026	240,170	252,434	264,698	276,962	330,106	2,311,764
Monthly Totals		\$ 315,360	\$ 350,838	\$ 386,316	\$ 579,474	\$ 626,778	\$ 674,082	\$ 721,386	\$ 926,370	\$ 973,674	\$ 1,020,978	\$ 1,068,282	\$ 1,273,266	\$ 8,916,804

		Total Licensing Agreements												
Year Three	Monthly Fee	1	2	3	4	5	6	7	8	9	10	11	12	Total
Source:														
Local	\$1,000	76	81	86	91	96	102	108	114	120	126	132	138	138
Regional	\$5,000	71	75	79	84	89	94	99	104	110	116	122	128	128
National	\$80,000	3	4	4	5	5	6	6	7	7	8	8	9	9
Total Licensing Fees		\$ 671,000	\$ 776,000	\$ 801,000	\$ 911,000	\$ 941,000	\$ 1,052,000	\$ 1,083,000	\$ 1,194,000	\$ 1,230,000	\$ 1,346,000	\$ 1,382,000	\$ 1,498,000	\$ 12,885,000
Service contracts as % of License Rev.	46%	308,660	356,960	368,460	419,060	432,860	483,920	498,180	549,240	565,800	619,160	635,720	689,080	5,927,100
Total Licensing Revenue		979,660	1,132,960	1,169,460	1,330,060	1,373,860	1,535,920	1,581,180	1,743,240	1,795,800	1,965,160	2,017,720	2,187,080	18,812,100
Partnerships	35%	342,881	396,536	409,311	465,521	480,851	537,572	553,413	610,134	628,530	687,806	706,202	765,478	6,584,235
Monthly Totals		\$ 1,322,541	\$ 1,529,496	\$ 1,578,771	\$ 1,795,581	\$ 1,854,711	\$ 2,073,492	\$ 2,134,593	\$ 2,353,374	\$ 2,424,330	\$ 2,652,966	\$ 2,723,922	\$ 2,952,558	\$ 25,396,335

		Total Licensing Agreements												
Year Four	Monthly Fee	1	2	3	4	5	6	7	8	9	10	11	12	Total
Source:														
Local	\$1,000	146	154	162	172	182	194	206	220	234	250	266	284	284
Regional	\$5,000	136	144	152	162	172	184	196	210	224	240	256	274	274
National	\$80,000	10	11	12	13	14	15	16	17	18	19	20	21	21
Total Licensing Fees		\$ 1,626,000	\$ 1,754,000	\$ 1,882,000	\$ 2,022,000	\$ 2,162,000	\$ 2,314,000	\$ 2,466,000	\$ 2,630,000	\$ 2,794,000	\$ 2,970,000	\$ 3,146,000	\$ 3,334,000	\$ 29,100,000
Service contracts as % of License Rev.	46%	747,960	806,840	865,720	930,120	994,520	1,064,440	1,134,360	1,209,800	1,285,240	1,366,200	1,447,160	1,533,640	13,386,000
Total Licensing Revenue		2,373,960	2,560,840	2,747,720	2,952,120	3,156,520	3,378,440	3,600,360	3,839,800	4,079,240	4,336,200	4,593,160	4,867,640	42,486,000
Partnerships	35%	830,886	896,294	961,702	1,033,242	1,104,782	1,182,454	1,260,126	1,343,930	1,427,734	1,517,670	1,607,606	1,703,674	14,870,100
Monthly Totals		\$ 3,204,846	\$ 3,457,134	\$ 3,709,422	\$ 3,985,362	\$ 4,261,302	\$ 4,560,894	\$ 4,860,486	\$ 5,183,730	\$ 5,506,974	\$ 5,853,870	\$ 6,200,766	\$ 6,571,314	\$ 57,356,100

		Total Licensing Agreements												
Year Five	Monthly Fee	1	2	3	4	5	6	7	8	9	10	11	12	Total
Source:														
Local	\$1,000	302	320	340	360	384	408	438	468	498	528	558	588	588
Regional	\$5,000	292	310	330	350	374	398	428	458	488	518	548	578	578
National	\$80,000	22	23	24	25	26	27	28	29	30	31	32	33	33
Total Licensing Fees		\$ 3,522,000	\$ 3,710,000	\$ 3,910,000	\$ 4,110,000	\$ 4,334,000	\$ 4,558,000	\$ 4,818,000	\$ 5,078,000	\$ 5,338,000	\$ 5,598,000	\$ 5,858,000	\$ 6,118,000	\$ 56,952,000
Service contracts as % of License Rev.	46%	1,620,120	1,706,600	1,798,600	1,890,600	1,993,640	2,096,680	2,216,280	2,335,880	2,455,480	2,575,080	2,694,680	2,814,280	26,197,920
Total Licensing Revenue		5,142,120	5,416,600	5,708,600	6,000,600	6,327,640	6,654,680	7,034,280	7,413,880	7,793,480	8,173,080	8,552,680	8,932,280	83,149,920
Partnerships	35%	1,799,742	1,895,810	1,998,010	2,100,210	2,214,674	2,329,138	2,461,998	2,594,858	2,727,718	2,860,578	2,993,438	3,126,298	29,102,472
Monthly Totals		\$ 6,941,862	\$ 7,312,410	\$ 7,706,610	\$ 8,100,810	\$ 8,542,314	\$ 8,983,818	\$ 9,496,278	\$ 10,008,738	\$ 10,521,198	\$ 11,033,658	\$ 11,546,118	\$ 12,058,578	\$ 112,252,392

Technology Users

User Sources		Per User Fee	License Fee *	
Local Providers	1,300 Avg. Users	\$0.77	\$1,000.00	The minimum monthly fee is \$1,000 thus yielding a much higher per user fee for local providers.
Regional Providers	20,000 Avg. Users	\$0.25	\$5,000.00	
National Providers	350,000 Avg. Users	\$0.23	\$80,000.00	

* Fees are on a per user per month basis

Year One	1	2	3	4	5	6	7	8	9	10	11	12	Total
Local	1	1	1	1	2	3	3	3	3	3	3	3	27
Regional	0	0	0	1	1	3	3	3	3	3	3	3	23
National	0	0	0	0	0	0	0	0	0	0	0	0	0
Total License Agreements	1	2	3	5	8	14	20	26	32	38	44	50	50
Users	1,300	2,600	3,900	25,200	47,800	111,700	175,600	239,500	303,400	367,300	431,200	495,100	495,100

Year Two	1	2	3	4	5	6	7	8	9	10	11	12	Total
Local	3	3	3	3	4	4	4	4	4	4	4	4	71
Regional	3	3	3	3	4	4	4	4	4	4	4	4	67
National	0	0	0	1	0	0	0	1	0	0	0	1	3
Total License Agreements	6	12	18	25	33	41	49	58	66	74	82	91	91
Users	559,000	622,900	686,800	1,100,700	1,185,900	1,271,100	1,356,300	1,791,500	1,876,700	1,961,900	2,047,100	2,482,300	2,482,300

Year Three	1	2	3	4	5	6	7	8	9	10	11	12	Total
Local	5	5	5	5	5	6	6	6	6	6	6	6	138
Regional	4	4	4	5	5	5	5	5	6	6	6	6	128
National	0	1	0	1	0	1	0	1	0	1	0	1	9
Total License Agreements	9	19	28	39	49	61	72	84	96	109	121	134	134
Users	2,568,800	3,005,300	3,091,800	3,548,300	3,654,800	4,112,600	4,220,400	4,678,200	4,806,000	5,283,800	5,411,600	5,889,400	5,889,400

Year Four	1	2	3	4	5	6	7	8	9	10	11	12	Total
Local	8	8	8	10	10	12	12	14	14	16	16	18	284
Regional	8	8	8	10	10	12	12	14	14	16	16	18	274
National	1	1	1	1	1	1	1	1	1	1	1	1	21
Total License Agreements	17	34	51	72	93	118	143	172	201	234	267	304	304
Users	6,409,800	6,930,200	7,450,600	8,013,600	8,576,600	9,182,200	9,787,800	10,436,000	11,084,200	11,775,000	12,465,800	13,199,200	13,199,200

Year Five	1	2	3	4	5	6	7	8	9	10	11	12	Total
Local	18	18	20	20	24	24	30	30	30	30	30	30	588
Regional	18	18	20	20	24	24	30	30	30	30	30	30	578
National	1	1	1	1	1	1	1	1	1	1	1	1	33
Total License Agreements	37	74	115	156	205	254	315	376	437	498	559	620	620
Users	13,932,600	14,666,000	15,442,000	16,218,000	17,079,200	17,940,400	18,929,400	19,918,400	20,907,400	21,896,400	22,885,400	23,874,400	23,874,400

Salaries													
Year One	1	2	3	4	5	6	7	8	9	10	11	12	Total
Total Employees	13	19	24	30	36	42	47	53	59	65	70	76	76
Development	\$ 19,367	\$ 27,739	\$ 36,111	\$ 44,483	\$ 52,855	\$ 61,227	\$ 69,599	\$ 77,971	\$ 86,343	\$ 94,714	\$ 103,086	\$ 111,458	\$784,952
Marketing/Sales	1,838	10,619	19,401	28,183	36,965	45,747	54,528	63,310	72,092	80,874	89,656	98,438	601,650
Professional	2,140	3,972	5,804	7,636	9,468	11,300	13,132	14,964	16,796	18,628	20,460	22,292	146,590
General and Admin.	10,500	12,727	14,955	17,182	19,409	21,636	23,864	26,091	28,318	30,545	32,773	35,000	1,161,750
Support	-	2,784	5,568	8,352	11,136	13,920	16,705	19,489	22,273	25,057	27,841	30,625	183,750
Specific	-	-	-	-	-	-	-	-	626,250	26,250	26,250	26,250	705,000
Monthly Totals	\$ 33,845	\$ 55,058	\$ 76,271	\$ 97,484	\$ 118,697	\$ 139,910	\$ 161,123	\$ 182,336	\$ 203,549	\$ 224,762	\$ 245,975	\$ 267,188	\$ 2,694,942
Year Two	1	2	3	4	5	6	7	8	9	10	11	12	Total
Total Employees	76	85	94	104	113	122	131	140	149	159	168	177	177
Development	\$ 111,458	\$ 123,009	\$ 134,561	\$ 146,112	\$ 157,663	\$ 169,214	\$ 180,765	\$ 192,316	\$ 203,867	\$ 215,419	\$ 226,970	\$ 238,521	\$2,099,875
Marketing/Sales	98,438	119,318	140,199	161,080	181,960	202,841	223,722	244,602	265,483	286,364	307,244	328,125	2,559,375
Professional	22,292	24,926	27,561	30,195	32,830	35,464	38,098	40,733	43,367	46,002	48,636	51,271	441,375
General & Admin.	35,000	38,977	42,955	46,932	50,909	54,886	58,864	62,841	66,818	70,795	74,773	78,750	682,500
Support	30,625	33,807	36,989	40,170	43,352	46,534	49,716	52,898	56,080	59,261	62,443	65,625	577,500
Specific	26,250	26,250	26,250	26,250	26,250	26,250	26,250	26,250	26,250	26,250	26,250	26,250	1,129,375
Monthly Totals	\$ 267,188	\$ 306,231	\$ 345,275	\$ 384,318	\$ 423,362	\$ 462,405	\$ 501,449	\$ 540,492	\$ 579,536	\$ 618,580	\$ 657,623	\$ 696,667	\$ 5,783,125
Year Three	1	2	3	4	5	6	7	8	9	10	11	12	Total
Total Employees	177	188	200	211	222	234	245	257	268	279	291	302	302
Development	\$ 238,521	\$ 251,693	\$ 264,866	\$ 278,038	\$ 291,210	\$ 304,383	\$ 317,555	\$ 330,727	\$ 343,900	\$ 357,072	\$ 370,244	\$ 383,417	\$3,731,625
Marketing/Sales	328,125	362,926	397,727	432,528	467,330	502,131	536,932	571,733	606,534	641,335	676,136	710,938	6,234,375
Professional	51,271	54,513	57,756	60,998	64,241	67,483	70,725	73,968	77,210	80,453	83,695	86,938	829,250
General & Admin.	78,750	83,920	89,091	94,261	99,432	104,602	109,773	114,943	120,114	125,284	130,455	135,625	1,286,250
Support	65,625	69,205	72,784	76,364	79,943	83,523	87,102	90,682	94,261	97,841	101,420	105,000	1,023,750
Specific	65,625	65,625	65,625	65,625	65,625	65,625	65,625	65,625	65,625	65,625	65,625	65,625	787,500
Monthly Totals	\$ 696,667	\$ 753,053	\$ 809,439	\$ 865,826	\$ 922,212	\$ 978,598	\$ 1,034,985	\$ 1,091,371	\$ 1,147,758	\$ 1,204,144	\$ 1,260,530	\$ 1,316,917	\$ 12,081,500

Number of Employees

Year	0	1	2	3	4	5
Development	6	25	50	75	98	117
Marketing/Sales	1	25	75	150	195	234
Professional	2	5	10	15	20	23
General & Admin.	4	10	20	30	39	47
Support	0	10	20	30	39	47
Specific *	0	1	2	2	2	2
Total Employees	13	76	177	302	392	470

NOTES :

The first 3 years are "ramp up" salaries to the average pay based on surveys. Once the Y3 pay is achieved, then the employee receives a pay raise based on the percentages to the left.

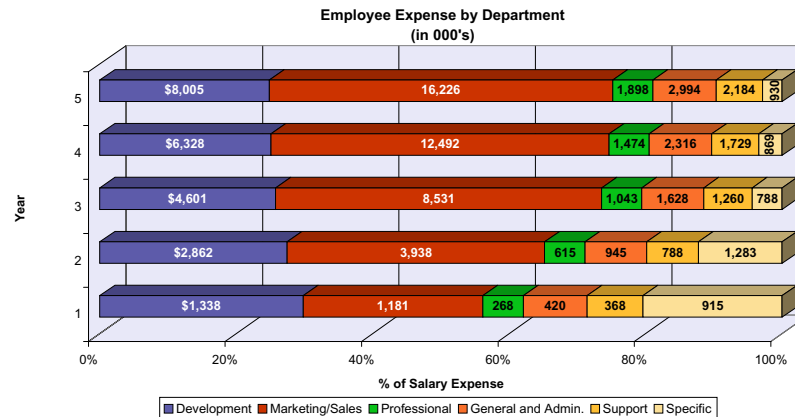
Marketing managers are *generally* paid more than software engineers, BUT the software engineers *generally* receive more stock options.

Year	Y1	Y2	Y3
Dev	\$ 50,000	\$ 57,000	\$ 65,000
Mktg	45,000	60,000	70,000
Prof	50,000	65,000	80,000
G&A	40,000	50,000	65,000
Support	35,000	40,000	45,000
Specific	300,000	350,000	400,000

* The Two specific employees are an experienced CEO in year 1 and CFO in year 2.

- Developer BONUS = 107% Of base pay per year (average)
- Marketing BONUS = 105% Of base pay per year (average)
- Professional BONUS = 107% Of base pay per year (average)
- G&A BONUS = 105% Of base pay per year (average)
- Specific = 200% Signing Bonus

- Dev Pay Raise = 107% Of Y3 base pay per year (average)
- Mktg Pay Raise = 107% Of Y3 base pay per year (average)
- Prof. Pay Raise = 107% Of Y3 base pay per year (average)
- G&A Pay Raise = 107% Of Y3 base pay per year (average)



Rent, Utilities & Prof. Fees

Year One	1	2	3	4	5	6	7	8	9	10	11	12	Total
Rent	\$ 47,917	\$ 47,917	\$ 47,917	\$ 47,917	\$ 47,917	\$ 47,917	\$ 47,917	\$ 47,917	\$ 47,917	\$ 47,917	\$ 47,917	\$ 47,917	\$ 575,000
Utilities	780	1,124	1,467	1,811	2,155	2,498	2,842	3,185	3,529	3,873	4,216	4,560	32,040
Professional Fees	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
Monthly Totals	\$ 52,697	\$ 53,040	\$ 53,384	\$ 53,728	\$ 54,071	\$ 54,415	\$ 54,758	\$ 55,102	\$ 55,446	\$ 55,789	\$ 56,133	\$ 56,477	\$ 655,040

Year Two	1	2	3	4	5	6	7	8	9	10	11	12	Total
Rent	\$ 52,604	\$ 52,604	\$ 52,604	\$ 52,604	\$ 52,604	\$ 52,604	\$ 52,604	\$ 52,604	\$ 52,604	\$ 52,604	\$ 52,604	\$ 52,604	\$ 631,250
Utilities	4,560	5,111	5,662	6,213	6,764	7,315	7,865	8,416	8,967	9,518	10,069	10,620	91,080
Professional Fees	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000
Monthly Totals	\$ 65,164	\$ 65,715	\$ 66,266	\$ 66,817	\$ 67,368	\$ 67,919	\$ 68,470	\$ 69,021	\$ 69,571	\$ 70,122	\$ 70,673	\$ 71,224	\$ 818,330

Year Three	1	2	3	4	5	6	7	8	9	10	11	12	Total
Rent	\$ 165,000	\$ 165,000	\$ 165,000	\$ 165,000	\$ 165,000	\$ 165,000	\$ 165,000	\$ 165,000	\$ 165,000	\$ 165,000	\$ 165,000	\$ 165,000	\$ 1,980,000
Utilities	10,620	11,302	11,984	12,665	13,347	14,029	14,711	15,393	16,075	16,756	17,438	18,120	172,440
Professional Fees	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	192,000
Monthly Totals	\$ 191,620	\$ 192,302	\$ 192,984	\$ 193,665	\$ 194,347	\$ 195,029	\$ 195,711	\$ 196,393	\$ 197,075	\$ 197,756	\$ 198,438	\$ 199,120	\$ 2,344,440

Rent Data

Year	Rent	Sq. Feet	Work Stations	Price per Sq.		Rent per WS
				Sq. Ft. per WS	Ft.	
1	575,000	25000	250	100	23	2,300,000
2	631,250	25000	250	100	25	2,525,000
3	1,980,000	72000	600	120	28	3,300,000
4	2,142,000	72000	600	120	30	3,570,000
5	2,304,000	72000	600	120	32	3,840,000

Year	0	1	2	3	4	5
Monthly Rent	2,000	47,917	52,604	165,000	178,500	192,000

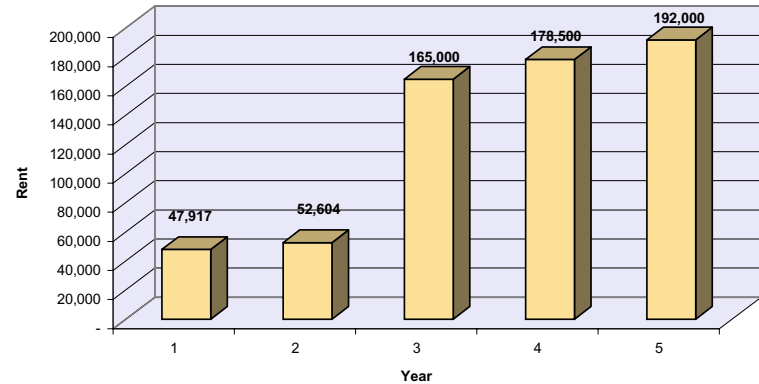
Utilities Data

Year	0	1	2	3	4	5
Number of Employees	13	76	177	302	392	470
Monthly Cost per Employee	\$ 60	Based on Current expenses and employees				
Monthly Average	\$ 780	\$ 4,560	\$ 10,620	\$ 18,120	\$ 23,520	\$ 28,200

Professional Fees

Year	0	1	2	3	4	5
100% Yearly Cost Increase	\$ 24,000	\$ 48,000	\$ 96,000	\$ 192,000	\$ 384,000	\$ 768,000

Monthly Rent Expense



Hosting Costs

Year One	1	2	3	4	5	6	7	8	9	10	11	12	Total
Total Users	1,300	2,600	3,900	25,200	47,800	111,700	175,600	239,500	303,400	367,300	431,200	495,100	495,100
Transfer Cost	\$ 1,100	\$ 1,100	\$ 1,100	\$ 2,200	\$ 3,300	\$ 5,500	\$ 8,800	\$ 12,100	\$ 15,400	\$ 18,700	\$ 22,000	\$ 25,300	\$ 116,600
Rack Cost	17	35	52	336	637	1,489	2,341	3,193	4,045	4,897	5,749	6,601	29,395
Monthly Totals	\$ 1,117	\$ 1,135	\$ 1,152	\$ 2,536	\$ 3,937	\$ 6,989	\$ 11,141	\$ 15,293	\$ 19,445	\$ 23,597	\$ 27,749	\$ 31,901	\$ 145,995

Year Two	1	2	3	4	5	6	7	8	9	10	11	12	Total
Total Users	559,000	622,900	686,800	1,100,700	1,185,900	1,271,100	1,356,300	1,791,500	1,876,700	1,961,900	2,047,100	2,482,300	2,482,300
Transfer Cost	27,500	30,800	34,100	53,900	58,300	62,700	67,100	88,000	92,400	96,800	100,100	122,100	\$ 833,800
Rack Cost	7,453	8,305	9,157	14,676	15,812	16,948	18,084	23,887	25,023	26,159	27,295	33,097	225,896
Monthly Totals	\$ 34,953	\$ 39,105	\$ 43,257	\$ 68,576	\$ 74,112	\$ 79,648	\$ 85,184	\$ 111,887	\$ 117,423	\$ 122,959	\$ 127,395	\$ 155,197	\$ 1,059,696

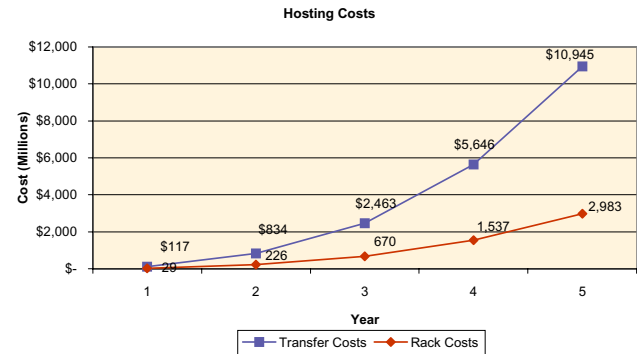
Year Three	1	2	3	4	5	6	7	8	9	10	11	12	Total
Total Users	2,568,800	3,005,300	3,091,800	3,548,300	3,654,800	4,112,600	4,220,400	4,678,200	4,806,000	5,283,800	5,411,600	5,889,400	5,889,400
Transfer Cost	126,500	147,400	151,800	173,800	179,300	201,300	206,800	228,800	235,400	258,500	265,100	288,200	\$ 2,462,900
Rack Cost	34,251	40,071	41,224	47,311	48,731	54,835	56,272	62,376	64,080	70,451	72,155	78,525	670,280
Monthly Totals	\$ 160,751	\$ 187,471	\$ 193,024	\$ 221,111	\$ 228,031	\$ 256,135	\$ 263,072	\$ 291,176	\$ 299,480	\$ 328,951	\$ 337,255	\$ 366,725	\$ 3,133,180

Year Four	1	2	3	4	5	6	7	8	9	10	11	12	Total
Total Users	6,409,800	6,930,200	7,450,600	8,013,600	8,576,600	9,182,200	9,787,800	10,436,000	11,084,200	11,775,000	12,465,800	13,199,200	13,199,200
Transfer Cost	313,500	339,900	365,200	392,700	420,200	449,900	479,600	510,400	542,300	576,400	610,500	645,700	\$ 5,646,300
Rack Cost	85,464	92,403	99,341	106,848	114,355	122,429	130,504	139,147	147,789	157,000	166,211	175,989	1,537,480
Monthly Totals	\$ 398,964	\$ 432,303	\$ 464,541	\$ 499,548	\$ 534,555	\$ 572,329	\$ 610,104	\$ 649,547	\$ 690,089	\$ 733,400	\$ 776,711	\$ 821,689	\$ 7,183,780

Year Five	1	2	3	4	5	6	7	8	9	10	11	12	Total
Total Users	13,932,600	14,666,000	15,442,000	16,218,000	17,079,200	17,940,400	18,929,400	19,918,400	20,907,400	21,896,400	22,885,400	23,874,400	23,874,400
Transfer Cost	682,000	717,200	755,700	793,100	836,000	877,800	926,200	974,600	1,023,000	1,071,400	1,119,800	1,168,200	\$ 10,945,000
Rack Cost	185,768	195,547	205,893	216,240	227,723	239,205	252,392	265,579	278,765	291,952	305,139	318,325	2,982,528
Monthly Totals	\$ 867,768	\$ 912,747	\$ 961,593	\$ 1,009,340	\$ 1,063,723	\$ 1,117,005	\$ 1,178,592	\$ 1,240,179	\$ 1,301,765	\$ 1,363,352	\$ 1,424,939	\$ 1,486,525	\$ 13,927,528

Hosting Cost Assumptions

Avg. Transfer per user (KB/sec)	2
Cost per MB/month	\$1,100
Assuming 1/20th of the userbase is online	
Rack costs per 300,000 users	\$4,000
Rack costs per user	\$0.013



Capital Expenditures

Year One	1	2	3	4	5	6	7	8	9	10	11	12	Total
Exhibit Cost	\$ 75,000												\$ 75,000
Office Equipment	11,125	11,489	11,852	12,216	12,580	12,943	13,307	13,670	14,034	14,398	14,761	15,125	157,500
Hosting Equipment	241	241	241	3,941	4,181	11,822	11,822	11,822	11,822	11,822	11,822	11,822	91,594
Monthly Totals	\$ 86,366	\$ 11,729	\$ 12,093	\$ 16,156	\$ 16,761	\$ 24,765	\$ 25,128	\$ 25,492	\$ 25,856	\$ 26,219	\$ 26,583	\$ 26,947	\$ 324,094

Year Two	1	2	3	4	5	6	7	8	9	10	11	12	Total
Exhibit Cost	\$ 150,000												\$ 150,000
Office Equipment	21,042	21,042	21,042	21,042	21,042	21,042	21,042	21,042	21,042	21,042	21,042	21,042	252,500
Hosting Equipment	11,822	11,822	11,822	76,572	15,762	15,762	15,762	80,512	15,762	15,762	15,762	80,512	367,632
Monthly Totals	\$ 182,863	\$ 32,863	\$ 32,863	\$ 97,613	\$ 36,804	\$ 36,804	\$ 36,804	\$ 101,554	\$ 36,804	\$ 36,804	\$ 36,804	\$ 101,554	\$ 770,132

Year Three	1	2	3	4	5	6	7	8	9	10	11	12	Total
Exhibit Cost	\$ 300,000												\$ 300,000
Office Equipment	26,042	26,042	26,042	26,042	26,042	26,042	26,042	26,042	26,042	26,042	26,042	26,042	312,500
Hosting Equipment	16,003	80,753	16,003	84,453	19,703	84,693	19,943	84,693	23,643	88,393	23,643	88,393	630,314
Monthly Totals	\$ 342,044	\$ 106,794	\$ 42,044	\$ 110,494	\$ 45,744	\$ 110,735	\$ 45,985	\$ 110,735	\$ 49,685	\$ 114,435	\$ 49,685	\$ 114,435	\$ 1,242,814

Additional Users	1	2	3	4	5	6	7	8	9	10	11	12	Total
Year One	1	1	1	21	23	64	64	64	64	64	64	64	495
Year Two	64	64	64	414	85	85	85	435	85	85	85	435	1,987
Year Three	87	437	87	457	107	458	108	458	128	478	128	478	3,407

Depreciation Assumptions

All Capital Expenditures are estimated to have a 5 year useful life with a zero salvage value.
 Depreciation Expense is calculated on a straight line basis as follows.

Capital Asset	Trade Show Exhibit					Office Equipment					Hosting Equipment				
Year	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Cost	\$ 75,000	\$ 150,000	\$ 300,000	\$ 600,000	\$ 1,200,000	\$157,500	\$252,500	\$312,500	\$225,000	\$195,000	\$91,594	\$367,632	\$630,314	\$1,352,313	\$1,974,912
Life	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Amount of Depr.	15,000	30,000	60,000	120,000	240,000	31,500	50,500	62,500	45,000	39,000	18,319	73,526	126,063	270,463	394,982
Depreciation Expense	\$ 15,000	\$ 45,000	\$ 105,000	\$ 225,000	\$ 465,000	\$ 31,500	\$ 82,000	\$ 144,500	\$ 189,500	\$ 228,500	\$ 18,319	\$ 91,845	\$ 217,908	\$ 488,370	\$ 883,353

Total Depreciation

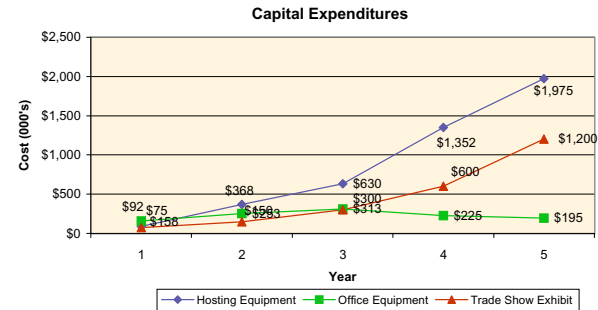
Year	1	2	3	4	5
Trade Show Exhibits	\$ 15,000	\$ 45,000	\$ 105,000	\$ 225,000	\$ 465,000
Office Equipment	31,500	82,000	144,500	189,500	228,500
Hosting Equipment	18,319	91,845	217,908	488,370	883,353
Total Depreciation Expense	\$ 64,819	\$ 218,845	\$ 467,408	\$ 902,870	\$ 1,576,853

Office Equipment Data

Year	Cost/ Employee	1	2	3	4	5
Additional Employees		63	101	125	90	78
Yearly Cost	\$2,500	\$157,500	\$252,500	\$312,500	\$225,000	\$195,000
Monthly Cost		\$13,125	\$21,042	\$26,042	\$18,750	\$16,250

Hosting Equipment Data

Year	1	2	3	4	5
Additional Users in Thousands	495	1,987	3,407	7,310	10,675
Yearly Cost	\$91,594	\$367,632	\$630,314	\$1,352,313	\$1,974,912



Cost per User Calculation	Users Supported	Equipment Costs	Costs per User	Avg. Cost per User
Year Zero	100,000	\$22,000	\$0.22	\$0.19
Year One	100,000	\$15,000	\$0.15	

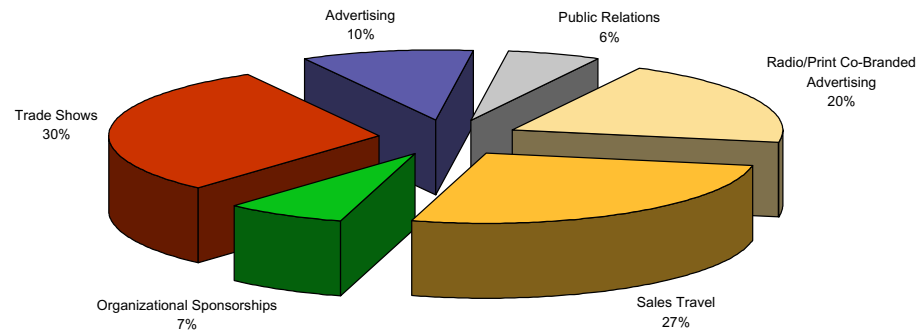
Marketing Expense Summary

Year One	1	2	3	4	5	6	7	8	9	10	11	12	Total
Sales Travel	\$ 3,803	\$ 7,605	\$ 7,605	\$ 11,408	\$ 15,210	\$ 15,210	\$ 19,013	\$ 19,013	\$ 22,815	\$ 26,618	\$ 26,618	\$ 26,618	\$ 201,533
Organizational Sponsorships	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	210,000
Trade Shows	-	-	-	-	-	-	134,394	134,394	143,689	-	134,394	-	546,871
Advertising	166,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	350,000
Public Relations	5,233	5,233	9,952	5,233	5,233	9,952	5,233	5,233	9,952	5,233	5,233	9,952	81,675
Radio/Print Co-Branded Advertising 25%	48,301	11,751	12,931	12,702	13,653	14,832	48,202	48,202	52,656	16,504	50,103	17,684	347,520
Total	\$ 241,503	\$ 58,756	\$ 64,655	\$ 63,509	\$ 68,263	\$ 74,161	\$ 241,008	\$ 241,008	\$ 263,278	\$ 82,522	\$ 250,514	\$ 88,420	\$ 1,737,598

Year Two	1	2	3	4	5	6	7	8	9	10	11	12	Total
Sales Travel	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 982,800
Organizational Sponsorships	23,333	23,333	23,333	23,333	23,333	23,333	23,333	23,333	23,333	23,333	23,333	23,333	280,000
Trade Shows	131,420	163,520	136,470	-	131,420	-	131,420	-	136,470	136,470	131,420	-	1,098,610
Advertising	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	350,000
Public Relations	14,425	14,425	19,951	14,425	14,425	19,951	14,425	14,425	19,951	14,425	14,425	19,951	195,205
Radio/Print Co-Branded Advertising 25%	70,061	78,086	72,705	37,206	70,061	38,588	70,061	37,206	72,705	71,324	70,061	38,588	726,654
Total	\$ 350,306	\$ 390,431	\$ 363,527	\$ 186,031	\$ 350,306	\$ 192,939	\$ 350,306	\$ 186,031	\$ 363,527	\$ 356,619	\$ 350,306	\$ 192,939	\$ 3,633,269

Year Three	1	2	3	4	5	6	7	8	9	10	11	12	Total
Sales Travel	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 1,965,600
Organizational Sponsorships	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	350,000
Trade Shows	166,880	166,880	169,830	169,830	166,880	169,830	166,880	166,880	169,830	169,830	166,880	74,480	1,924,910
Advertising	41,667	41,667	41,667	41,667	41,667	41,667	41,667	41,667	41,667	41,667	41,667	41,667	500,000
Public Relations	29,167	29,167	35,904	29,167	29,167	35,904	29,167	29,167	35,904	29,167	29,167	35,904	376,950
Radio/Print Co-Branded Advertising 25%	107,670	107,670	110,092	108,408	107,670	110,092	107,670	107,670	110,092	108,408	107,670	86,254	1,279,365
Total	\$ 538,350	\$ 538,350	\$ 550,459	\$ 542,038	\$ 538,350	\$ 550,459	\$ 538,350	\$ 538,350	\$ 550,459	\$ 542,038	\$ 538,350	\$ 431,272	\$ 6,396,825

Marketing



Monthly Sales Travel

Year	1	2	3
Travel Budgets	\$ 155,025	\$ 756,000	\$ 1,512,000
### Contingency	46,508	226,800	453,600
Total	\$ 201,533	\$ 982,800	\$ 1,965,600

Contingency is added due to several factors:

- Realize a recent trend in increasing travel costs (fuel price increase),
- Account for additional trips that the Sales Group Manager may take,
- Realize additional telecom expenses (bulk of business via long-distance phone calls).

Year One	1	2	3	4	5	6	7	8	9	10	11	12	Total
Location 1 Trip Budget	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 35,100
Location 2 Trip Budget	-	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 32,175
Location 3 Trip Budget	-	-	-	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 26,325
Location 4 Trip Budget	-	-	-	-	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 23,400
Location 5 Trip Budget	-	-	-	-	-	-	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 17,550
Location 6 Trip Budget	-	-	-	-	-	-	-	-	\$ 2,925	\$ 2,925	\$ 2,925	\$ 2,925	\$ 11,700
Location 7 Trip Budget	-	-	-	-	-	-	-	-	-	\$ 2,925	\$ 2,925	\$ 2,925	\$ 8,775
Subtotal	2,925	5,850	5,850	8,775	11,700	11,700	14,625	14,625	17,550	20,475	20,475	20,475	155,025
30% Contingency	878	1,755	1,755	2,633	3,510	3,510	4,388	4,388	5,265	6,143	6,143	6,143	46,508
Monthly Totals	\$ 3,803	\$ 7,605	\$ 7,605	\$ 11,408	\$ 15,210	\$ 15,210	\$ 19,013	\$ 19,013	\$ 22,815	\$ 26,618	\$ 26,618	\$ 26,618	\$ 201,533

Year Two	1	2	3	4	5	6	7	8	9	10	11	12	Total
Location 1 Trip Budget	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 7,800	\$ 93,600
Location 2 Trip Budget	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000
Location 3 Trip Budget	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	100,800
Location 4 Trip Budget	10,400	10,400	10,400	10,400	10,400	10,400	10,400	10,400	10,400	10,400	10,400	10,400	124,800
Location 5 Trip Budget	9,600	9,600	9,600	9,600	9,600	9,600	9,600	9,600	9,600	9,600	9,600	9,600	115,200
Location 6 Trip Budget	10,400	10,400	10,400	10,400	10,400	10,400	10,400	10,400	10,400	10,400	10,400	10,400	124,800
Location 7 Trip Budget	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	100,800
Subtotal	63,000	63,000	63,000	63,000	63,000	63,000	63,000	63,000	63,000	63,000	63,000	63,000	756,000
30% Contingency	18,900	18,900	18,900	18,900	18,900	18,900	18,900	18,900	18,900	18,900	18,900	18,900	226,800
Monthly Totals	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 81,900	\$ 982,800

Year Three	1	2	3	4	5	6	7	8	9	10	11	12	Total
Location 1 Trip Budget	\$ 15,600	\$ 15,600	\$ 15,600	\$ 15,600	\$ 15,600	\$ 15,600	\$ 15,600	\$ 15,600	\$ 15,600	\$ 15,600	\$ 15,600	\$ 15,600	\$ 187,200
Location 2 Trip Budget	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	192,000
Location 3 Trip Budget	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	201,600
Location 4 Trip Budget	20,800	20,800	20,800	20,800	20,800	20,800	20,800	20,800	20,800	20,800	20,800	20,800	249,600
Location 5 Trip Budget	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	230,400
Location 6 Trip Budget	20,800	20,800	20,800	20,800	20,800	20,800	20,800	20,800	20,800	20,800	20,800	20,800	249,600
Location 7 Trip Budget	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	201,600
Subtotal	126,000	126,000	126,000	126,000	126,000	126,000	126,000	126,000	126,000	126,000	126,000	126,000	1,512,000
30% Contingency	37,800	37,800	37,800	37,800	37,800	37,800	37,800	37,800	37,800	37,800	37,800	37,800	453,600
Monthly Totals	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 163,800	\$ 1,965,600

Cost per Trip per Person

Location	Air Fare	Costs	Region	Standard Trip Itinerary	Year 1 Reps	Year 2 Reps	Year 3 Reps
Location 1 Trip Budget	\$ 175.00	\$ 800.00	Northwest	1 Trip per calendar month.	3	8	16
Location 2 Trip Budget	\$ 200.00	\$ 800.00	Northern California	RT travel from Seattle to destination.	3	8	16
Location 3 Trip Budget	\$ 250.00	\$ 800.00	Southern California	One week duration (6 nights, 7 days).	3	8	16
Location 4 Trip Budget	\$ 500.00	\$ 800.00	New England	Rental Car ~\$175	3	8	16
Location 5 Trip Budget	\$ 400.00	\$ 800.00	Mid-West	Hotel ~\$75/night	3	8	16
Location 6 Trip Budget	\$ 500.00	\$ 800.00	Southeast	Food Per Diem ~\$25	3	8	16
Location 7 Trip Budget	\$ 250.00	\$ 800.00	Southwest		3	8	16

Confidential

Trade Shows

Year One	1	2	3	4	5	6	7	8	9	10	11	12	Total
Booth Rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 34,200	\$ 34,200	\$ 30,000	\$ -	\$ 34,200	\$ -	\$ 132,600
Promotional Goods	-	-	-	-	-	-	2,100	2,100	7,200	-	2,100	-	13,500
Setup costs	-	-	-	-	-	-	4,080	4,080	4,080	-	4,080	-	16,320
Sponsorships	-	-	-	-	-	-	57,250	57,250	63,500	-	57,250	-	235,250
Travel Expense	-	-	-	-	-	-	5,750	5,750	5,750	-	5,750	-	23,000
Subtotal	-	-	-	-	-	-	103,380	103,380	110,530	-	103,380	-	420,670
30% Contingency	-	-	-	-	-	-	31,014	31,014	33,159	-	31,014	-	126,201
Monthly Totals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 134,394	\$ 134,394	\$ 143,689	\$ -	\$ 134,394	\$ -	\$ 546,871

Year Two	1	2	3	4	5	6	7	8	9	10	11	12	Total
Booth Rental	\$ 60,300	\$ 92,400	\$ 54,000	\$ -	\$ 60,300	\$ -	\$ 60,300	\$ -	\$ 54,000	\$ 54,000	\$ 60,300	\$ -	\$ 495,600
Promotional Goods	2,100	2,100	7,200	-	2,100	-	2,100	-	7,200	7,200	2,100	-	32,100
Setup Costs	4,080	4,080	4,080	-	4,080	-	4,080	-	4,080	4,080	4,080	-	32,640
Sponsorships	57,250	57,250	63,500	-	57,250	-	57,250	-	63,500	63,500	57,250	-	476,750
Travel Expense	7,690	7,690	7,690	-	7,690	-	7,690	-	7,690	7,690	7,690	-	61,520
Subtotal	131,420	163,520	136,470	-	131,420	-	131,420	-	136,470	136,470	131,420	-	1,098,610
30% Contingency	39,426	49,056	40,941	-	39,426	-	39,426	-	40,941	40,941	39,426	-	329,583
Monthly Totals	\$ 131,420	\$ 163,520	\$ 136,470	\$ -	\$ 131,420	\$ -	\$ 131,420	\$ -	\$ 136,470	\$ 136,470	\$ 131,420	\$ -	\$ 1,098,610

Year Three	1	2	3	4	5	6	7	8	9	10	11	12	Total
Booth Rental	\$ 92,400	\$ 92,400	\$ 84,000	\$ 84,000	\$ 92,400	\$ 84,000	\$ 92,400	\$ 92,400	\$ 84,000	\$ 84,000	\$ 92,400	\$ -	\$ 974,400
Promotional Goods	2,100	2,100	7,200	7,200	2,100	7,200	2,100	2,100	7,200	7,200	2,100	2,100	50,700
Setup Costs	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	48,960
Sponsorships	57,250	57,250	63,500	63,500	57,250	63,500	57,250	57,250	63,500	63,500	57,250	57,250	718,250
Travel Expense	11,050	11,050	11,050	11,050	11,050	11,050	11,050	11,050	11,050	11,050	11,050	11,050	132,600
Subtotal	166,880	166,880	169,830	169,830	166,880	169,830	166,880	166,880	169,830	169,830	166,880	74,480	1,924,910
30% Contingency	50,064	50,064	50,949	50,949	50,064	50,949	50,064	50,064	50,949	50,949	50,064	22,344	577,473
Monthly Totals	\$ 166,880	\$ 166,880	\$ 169,830	\$ 169,830	\$ 166,880	\$ 169,830	\$ 166,880	\$ 166,880	\$ 169,830	\$ 169,830	\$ 166,880	\$ 74,480	\$ 1,924,910

Promotional Assumptions

Trade Show	Internet World	ISPCON
Average Show Attendance	40,000	15,000
Avg. Cost of Materials per Person	\$9	\$7
% Visiting the echospace™ Booth	2%	2%
Monthly Total	\$ 7,200	\$ 2,100

Travel Cost per Trip

Year	Per Person	1	2	3
Air Fare	\$ 350	\$ 1,750	\$ 2,450	\$ 3,500
Lodging	500	2,500	3,500	5,000
Transportation	450	900	900	1,350
Meals	120	600	840	1,200
Number of Employees		5	7	10
Monthly Total	\$ 1,420	\$ 5,750	\$ 7,690	\$ 11,050

Booth Rental per Show (ISP Conference)

Year	1	2	3
Average Space per Show	600	900	1,200
Cost per Sq. Ft	\$57	\$67	\$77
Booth Rental	\$ 34,200	\$ 60,300	\$ 92,400

Assumptions

Travel	Other
One week duration (5 nights, 6 days).	Setup and Take Down Time (hours) 48
Hotel ~\$100 per night per person	Hourly Setup Rate \$85
Rental Car ~\$75 per person per day	Year 1 -- 2 Internet World Shows and 4 ISPCON
Air Fare -- \$350 per person round trip	Year 2 -- 3 IW Shows and 5 ISPCON
Meals -- \$20 per person per day	Year 3 -- 4 IW Shows and 6 ISPCON

Sponsorships

Item	Cost/Item	Amount		Total Cost	
		Internet World	ISPCON	Internet World	ISPCON
Pens	\$ 0.50	20,000	7,500	10,000	3,750
Aisle Banners	12,000	3	3	36,000	36,000
Sponsorship Fee Pens	7,500	1	1	7,500	7,500
Sponsorship Fee Banners	10,000	1	1	10,000	10,000
Total				\$ 63,500	\$ 57,250

Booth Rental per Show (Internet World)

Year	1	2	3
Average Space per Show	600	900	1,200
Cost per Sq. Ft.	\$50	\$60	\$70
Booth Rental	\$ 30,000	\$ 54,000	\$ 84,000

Advertising, Organizational Sponsorships, and Promotional Products

Year One	1	2	3	4	5	6	7	8	9	10	11	12	Total
Advertising													
Ad Creations Startup	\$ 150,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150,000
Magazine	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	200,000
Monthly Totals	\$ 166,667	\$ 16,667	\$ 16,667	\$ 16,667	\$ 16,667	\$ 16,667	\$ 16,667	\$ 16,667	\$ 16,667	\$ 16,667	\$ 16,667	\$ 16,667	\$ 350,000
Promotional													
General Products	5,233	5,233	5,233	5,233	5,233	5,233	5,233	5,233	5,233	5,233	5,233	5,233	62,800
Events	-	-	4,719	-	-	4,719	-	-	4,719	-	-	4,719	18,875
Monthly Totals	\$ 5,233	\$ 5,233	\$ 9,952	\$ 5,233	\$ 5,233	\$ 9,952	\$ 5,233	\$ 5,233	\$ 9,952	\$ 5,233	\$ 5,233	\$ 9,952	\$ 81,675
Organizational Sponsorships	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	210,000
Year Two	1	2	3	4	5	6	7	8	9	10	11	12	Total
Advertising													
Ad Creations Startup	\$ 200,000												\$ 200,000
Magazine	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	350,000
Monthly Totals	\$ 29,167	\$ 29,167	\$ 29,167	\$ 29,167	\$ 29,167	\$ 29,167	\$ 29,167	\$ 29,167	\$ 29,167	\$ 29,167	\$ 29,167	\$ 29,167	\$ 350,000
Promotional													
General Products	14,425	14,425	14,425	14,425	14,425	14,425	14,425	14,425	14,425	14,425	14,425	14,425	173,100
Events	-	-	5,526	-	-	5,526	-	-	5,526	-	-	5,526	22,105
Monthly Totals	\$ 14,425	\$ 14,425	\$ 19,951	\$ 14,425	\$ 14,425	\$ 19,951	\$ 14,425	\$ 14,425	\$ 19,951	\$ 14,425	\$ 14,425	\$ 19,951	\$ 195,205
Organizational Sponsorships	23,333	23,333	23,333	23,333	23,333	23,333	23,333	23,333	23,333	23,333	23,333	23,333	280,000
Year Three	1	2	3	4	5	6	7	8	9	10	11	12	Total
Advertising													
Ad Creations Startup	\$ 300,000												\$ 300,000
Magazine	41,667	41,667	41,667	41,667	41,667	41,667	41,667	41,667	41,667	41,667	41,667	41,667	500,000
Monthly Totals	\$ 41,667	\$ 41,667	\$ 41,667	\$ 41,667	\$ 41,667	\$ 41,667	\$ 41,667	\$ 41,667	\$ 41,667	\$ 41,667	\$ 41,667	\$ 41,667	\$ 500,000
Promotional													
General Products	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	350,000
Events	-	-	6,738	-	-	6,738	-	-	6,738	-	-	6,738	26,950
Monthly Totals	\$ 29,167	\$ 29,167	\$ 35,904	\$ 29,167	\$ 29,167	\$ 35,904	\$ 29,167	\$ 29,167	\$ 35,904	\$ 29,167	\$ 29,167	\$ 35,904	\$ 376,950
Organizational Sponsorships	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	29,167	350,000

Advertising Assumptions

Year	1	2	3
Ad Creations Startup Costs	\$ 150,000	\$ 200,000	\$ 300,000
Yearly Magazine Advertising	200,000	350,000	500,000

Organizational Sponsorships Assumptions

Year	1	2	3
Organizational Sponsorships per year	6	8	10
Cost per Sponsorship	\$ 35,000	\$ 35,000	\$ 35,000
Yearly Sponsorship Costs	\$ 210,000	\$ 280,000	\$ 350,000

Promotional Products Assumptions

Item	Cost/Item	Yr 1	Yr 2	Yr 3
Products for Employees and Others	\$150	252	404	500
Events/Donations	\$500	0	25	50
PR Packets	\$5	5,000	20,000	50,000
Total		\$62,800	\$173,100	\$350,000

Promotional Event Assumptions

Year	Per Event	1	2	3
Setup Costs	\$ 700	\$ 2,800	\$ 2,800	\$ 2,800
Promotional Material Costs	2,000	8,000	8,000	8,000
Number of Events per Year		4	4	4
Total Event Costs Before Travel		10,800	10,800	10,800
Travel Assumptions	Per Person	1	2	3
Air Fare	\$ 350	\$ 1,750	\$ 2,450	\$ 3,500
Lodging	600	3,000	4,200	6,000
Transportation	525	2,625	3,675	5,250
Meals	140	700	980	1,400
Number of Employees		5	7	10
Travel Totals		8,075	11,305	16,150
Total Promotional Event Cost		\$ 18,875	\$ 22,105	\$ 26,950