

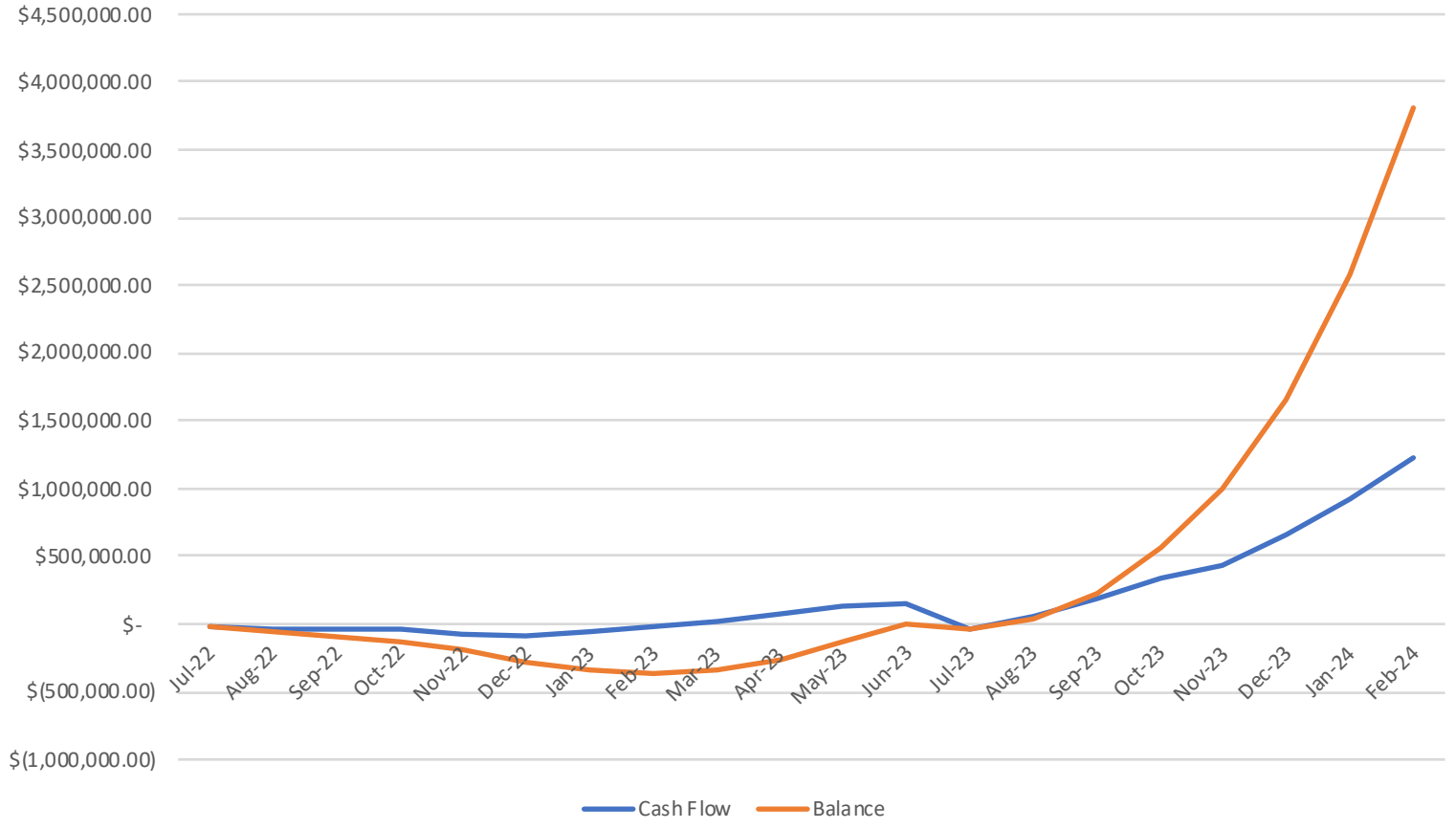
Dash-X, Inc Financial Forecast 2022-2024

Variables	
Earnings	
Price	\$ 50.00
Initial Acquisition Rate (/month)	1500
Acquisition Rate Monthly Growth	20%
Free Trial Conversion Rate	80%
# Calls / day / business	20
Avg call length (minutes)	2
Search Engine	
Search Engine Dev Cost	\$ 10,000.00
Search Engine Dev Start Date	Aug-22
Search Engine Dev End Date	Dec-23
Widget	
Monthly Widget Development Cost	\$ 10,000.00
Widget Dev Start Date	Jul-23
Widget Dev End Date	Jul-24
User Acquisition	
Advertising Monthly Budget	\$ 5,000.00
Advertising Start Date	Mar-23
Payroll	
Marketing Executive FTE	\$ 100,000.00
Developer FTE	\$ 70,000.00
Customer Service FTE	\$ 50,000.00
Payroll Tax Rate	9.25%
Administrative	
Legal and Accounting Costs	\$ 4,500.00
Sales tax rate?	10.00%
Discount Rate	15%

Results	
NPV of Cash Flows	\$3,005,885.53
Sum of Cash Flows	\$3,809,558.14

<- Staff numbers are changable in "payroll costs" section of table, hilighted blue

Dash-x Account Forecast



	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
New Clients	0	0	0	1,500.00	1,800.00
Total Clients	0	0	0	1,500.00	3,300.00
Clients on Free	0	0	0	1,500.00	3,300.00
Paying Clients	0	0	0	0	0
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Sales/Use tax	\$ -	\$ -	\$ -	\$ -	\$ -
Variable Server	\$ -	\$ -	\$ -	\$ -	\$ (32,123.52)
Net Earnings	\$ -	\$ -	\$ -	\$ -	\$ (32,123.52)
Search Engine [\$ -	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)
Widget Dev Cos	\$ -	\$ -	\$ -	\$ -	\$ -
Engineering Co	\$ -	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)
Advertising Cos	\$ -	\$ -	\$ -	\$ -	\$ -
Ad Production	\$ -	\$ -	\$ -	\$ -	\$ -
User Acquisitio	\$ -	\$ -	\$ -	\$ -	\$ -
Marketing Exec	0	0	0	0	0
Developing Tea	0	0	0	0	0
Customer Servi	0	0	0	0	0
Pretax Payroll	\$ -	\$ -	\$ -	\$ -	\$ -
Payroll Taxes	\$ -	\$ -	\$ -	\$ -	\$ -
Payroll Costs	\$ -	\$ -	\$ -	\$ -	\$ -
"Startup Costs"	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)
Legal and Acco	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)
Administrative	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)
Cash Flow	\$ (24,500.00)	\$ (34,500.00)	\$ (34,500.00)	\$ (34,500.00)	\$ (66,623.52)
Balance	\$ (24,500.00)	\$ (59,000.00)	\$ (93,500.00)	\$ (128,000.00)	\$ (194,623.52)

	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23
	2,160.00	2,592.00	3,110.40	3,732.48	4,478.98	5,374.77	6,449.73
	5,460.00	8,052.00	11,162.40	14,894.88	19,373.86	24,748.63	31,198.35
	5,460.00	6,552.00	7,862.40	9,434.88	11,321.86	13,586.23	16,303.47
	0	1,200.00	2,640.00	4,368.00	6,441.60	8,929.92	11,915.90
\$	-	\$ 60,000.00	\$ 132,000.00	\$ 218,400.00	\$ 322,080.00	\$ 446,496.00	\$ 595,795.20
\$	-	\$ (6,000.00)	\$ (13,200.00)	\$ (21,840.00)	\$ (32,208.00)	\$ (44,649.60)	\$ (59,579.52)
\$	(53,149.82)	\$ (78,381.39)	\$ (108,659.27)	\$ (144,992.72)	\$ (188,592.86)	\$ (240,913.04)	\$ (303,697.24)
\$	(53,149.82)	\$ (24,381.39)	\$ 10,140.73	\$ 51,567.28	\$ 101,279.14	\$ 160,933.36	\$ 232,518.44
\$	(10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)
\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$	(10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)
\$	-	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$	-	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
	0	0	0	0	0	0	0
	0	0	0	0	0	0	0
	0	0	0	0	0	0	1
\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (50,000.00)
\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (4,625.00)
\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (54,625.00)
\$	(20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)
\$	(4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)
\$	(24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)
\$	(87,649.82)	\$ (58,881.39)	\$ (24,359.27)	\$ 22,067.28	\$ 71,779.14	\$ 131,433.36	\$ 148,393.44
\$	(282,273.34)	\$ (341,154.73)	\$ (365,514.00)	\$ (343,446.72)	\$ (271,667.58)	\$ (140,234.22)	\$ 8,159.22

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24
	7,739.67	9,287.60	11,145.13	13,374.15	16,048.98	19,258.78	23,110.53
	38,938.02	48,225.63	59,370.75	72,744.90	88,793.88	108,052.66	131,163.19
	19,564.17	23,477.00	28,172.40	33,806.88	40,568.26	48,681.91	58,418.29
	15,499.08	19,798.90	24,958.68	31,150.42	38,580.50	47,496.60	58,195.92
\$	774,954.24	\$ 989,945.09	\$ 1,247,934.11	\$ 1,557,520.93	\$ 1,929,025.11	\$ 2,374,830.13	\$ 2,909,796.16
\$	(77,495.42)	\$ (98,994.51)	\$ (124,793.41)	\$ (155,752.09)	\$ (192,902.51)	\$ (237,483.01)	\$ (290,979.62)
\$	(379,038.29)	\$ (469,447.55)	\$ (577,938.66)	\$ (708,127.99)	\$ (864,355.19)	\$ (1,051,827.83)	\$ (1,276,795.00)
\$	318,420.52	\$ 421,503.03	\$ 545,202.03	\$ 693,640.84	\$ 871,767.41	\$ 1,085,519.29	\$ 1,342,021.55
\$	(10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ -	\$ -
\$	(10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)
\$	(20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (10,000.00)	\$ (10,000.00)
\$	5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$	5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
	1	1	1	1	1	1	1
	2	2	2	2	3	3	3
	1	1	1	1	1	1	1
\$	(290,000.00)	\$ (290,000.00)	\$ (290,000.00)	\$ (290,000.00)	\$ (360,000.00)	\$ (360,000.00)	\$ (360,000.00)
\$	(26,825.00)	\$ (26,825.00)	\$ (26,825.00)	\$ (26,825.00)	\$ (33,300.00)	\$ (33,300.00)	\$ (33,300.00)
\$	(316,825.00)	\$ (316,825.00)	\$ (316,825.00)	\$ (316,825.00)	\$ (393,300.00)	\$ (393,300.00)	\$ (393,300.00)
\$	(20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)
\$	(4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)
\$	(24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)
\$	(37,904.48)	\$ 65,178.03	\$ 188,877.03	\$ 337,315.84	\$ 438,967.41	\$ 662,719.29	\$ 919,221.55
\$	(29,745.26)	\$ 35,432.77	\$ 224,309.80	\$ 561,625.64	\$ 1,000,593.05	\$ 1,663,312.34	\$ 2,582,533.89

Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24
27,732.64	33,279.17	39,935.00	47,922.00	57,506.40	69,007.68
158,895.83	192,175.00	232,110.00	280,032.00	337,538.40	406,546.08
70,101.95	84,122.34	100,946.81	121,136.17	145,363.40	174,436.08
71,035.11	86,442.13	104,930.56	127,116.67	153,740.00	185,688.00
\$ 3,551,755.39	\$ 4,322,106.47	\$ 5,246,527.77	\$ 6,355,833.32	\$ 7,686,999.98	\$ 9,284,399.98
\$ (355,175.54)	\$ (432,210.65)	\$ (524,652.78)	\$ (635,583.33)	\$ (768,700.00)	\$ (928,440.00)
\$ (1,546,755.60)	\$ (1,870,708.32)	\$ (2,259,451.58)	\$ (2,725,943.50)	\$ (3,285,733.79)	\$ (3,957,482.15)
\$ 1,649,824.26	\$ 2,019,187.51	\$ 2,462,423.41	\$ 2,994,306.49	\$ 3,632,566.19	\$ 4,398,477.83
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ -
\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ (10,000.00)	\$ -
\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
1	1	1	1	1	1
3	3	3	3	3	3
1	1	1	1	1	1
\$ (360,000.00)	\$ (360,000.00)	\$ (360,000.00)	\$ (360,000.00)	\$ (360,000.00)	\$ (360,000.00)
\$ (33,300.00)	\$ (33,300.00)	\$ (33,300.00)	\$ (33,300.00)	\$ (33,300.00)	\$ (33,300.00)
\$ (393,300.00)	\$ (393,300.00)	\$ (393,300.00)	\$ (393,300.00)	\$ (393,300.00)	\$ (393,300.00)
\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)	\$ (20,000.00)
\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)	\$ (4,500.00)
\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)	\$ (24,500.00)
\$ 1,227,024.26	\$ 1,596,387.51	\$ 2,039,623.41	\$ 2,571,506.49	\$ 3,209,766.19	\$ 3,985,677.83
\$ 3,809,558.14	\$ 5,405,945.65	\$ 7,445,569.06	\$ 10,017,075.56	\$ 13,226,841.75	\$ 17,212,519.58