



# Beeotto

The Digital Ad Agency!

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## PROJECTED CASHFLOW FORWARD LOOKING

*The following are forward looking projections that cannot be guaranteed*

## 3 Year Cashflow

Period#	Pre-Launch Connecticut	Period# 1 CT Launch	Period# 2	Period# 3 Pre-Launch NY/NJ	Period# 4 Launch NY/NJ	Period# 5	Period# 6	Period# 7	Period# 8	Period# 9	Period# 10
* CT/NY/NJ		-\$120,936.00	-\$95,155.00	-\$82,264.00	-\$62,831.00	-\$23,398.00	\$17,763.00	\$53,987.00	\$96,156.00	\$138,325.00	\$180,493.00
Period										Pre-Launch Boston	Period# 1 Launch Boston
* Boston											-\$142,000.00
Period											
* Chicago											
Period											
* Atlanta/Delaware											
* Web Development	-\$112,000.00	-\$8,000.00								-\$5,000.00	
* Computers	-\$38,000.00			-\$35,000.00						-\$32,000.00	
* Furniture	-\$22,000.00			-\$5,000.00						-\$5,000.00	
* Rent	-\$12,000.00										
* Misc.	-\$8,000.00			-\$2,000.00							
Start-Up Cost	-\$85,000.00			-\$65,000.00						-\$60,000.00	
Pre-Market Advertising	-\$50,000.00			-\$50,000.00						-\$75,000.00	
Sub-Total	-\$327,000.00	-\$128,936.00	-\$95,155.00	-\$239,264.00	-\$62,831.00	-\$23,398.00	\$17,763.00	\$53,987.00	\$96,156.00	-\$38,675.00	\$38,493.00
Income/Loss	-\$327,000.00	-\$128,936.00	-\$95,155.00	-\$239,264.00	-\$62,831.00	-\$23,398.00	\$17,763.00	\$53,987.00	\$96,156.00	-\$38,675.00	\$38,493.00
Cash Flow	-\$327,000.00	-\$455,936.00	-\$551,091.00	-\$790,355.00	-\$853,186.00	-\$876,584.00	-\$858,821.00	-\$804,834.00	-\$708,678.00	-\$747,353.00	-\$708,860.00

\* First line for each DMAs reflects profit/loss each period pulled from detailed proforma statement.

## 3 Year Cashflow

Period	Period# 11	Period# 12	Period# 13	2nd Year Period# 1	Period# 2	Period# 3	Period# 4	Period# 5	Period# 6
* CT/NY/NJ	\$222,662.00	\$250,973.00	\$473,820.00	\$173,000.00	\$212,000.00	\$250,000.00	\$288,000.00	\$303,000.00	\$337,000.00
Period	Period# 2	Period# 3	Period# 4	Period# 5	Period# 6	Period# 7	Period#8	Period# 9	Period# 10
* Boston	-\$105,000.00	-\$63,000.00	-\$16,000.00	-\$16,000.00	\$21,000.00	\$58,000.00	\$95,000.00	\$132,000.00	\$170,000.00
Period				Pre-Launch Chicago		Period# 1 Chicago Launch	Period# 2	Period# 3	Period# 4
* Chicago					-\$163,000.00	-\$153,000.00	-\$121,000.00	-\$65,000.00	-\$34,000.00
Period									
* Atlanta/Delaware									
* Web Development					-\$10,000.00				
* Computers					-\$35,000.00				
* Furniture					-\$2,000.00				
Start-Up Cost					-\$65,000.00				
Pre-Adjusted Misc. Marketing					-\$50,000.00				
Sub -Total	\$117,662.00	\$187,973.00	\$457,820.00	\$157,000.00	-\$92,000.00	\$155,000.00	\$262,000.00	\$370,000.00	\$473,000.00
Income/Loss	\$117,662.00	\$187,973.00	\$457,820.00	\$157,000.00	-\$92,000.00	\$155,000.00	\$262,000.00	\$370,000.00	\$473,000.00
Cash Flow	-\$591,198.00	-\$403,225.00	\$54,595.00	\$211,595.00	\$119,595.00	\$274,595.00	\$536,595.00	\$906,595.00	\$1,379,595.00

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## 3 Year Cashflow

Period	Period# 7	Period# 8	Period# 9	Period# 10	Period# 11	Period# 12	Period# 13	Period# 1	Period# 2
* CT/NY/NJ	\$353,000.00	\$379,000.00	\$379,000.00	\$379,000.00	\$379,000.00	\$379,000.00	\$593,000.00	\$456,000.00	\$456,000.00
Period	Period# 11	Period# 12	Period# 13	Period# 1	Period# 2	Period# 3	Period# 4	Period# 5	Period# 6
* Boston	\$170,000.00	\$207,000.00	\$318,000.00	\$219,000.00	\$255,000.00	\$291,000.00	\$301,000.00	\$310,000.00	\$337,000.00
Period	Period# 5	Period# 6	Period# 7	Period# 8	Period# 9	Period# 10	Period# 11	Period# 12	Period# 13
* Chicago	-\$2,400.00	\$29,000.00	\$60,000.00	\$92,000.00	\$123,000.00	\$154,000.00	\$185,000.00	\$216,000.00	\$356,000.00
Period	Atlanta/Baltimore Pre-Launch	Period# 1 Atlanta/Baltimore Launch	Period# 2	Period# 3	Period# 4	Period# 5	Period# 6	Period# 7	Period# 8
* Atlanta/Delaware	-\$143,000.00	-\$122,000.00	-\$90,000.00	-\$60,000.00	-\$27,000.00	\$4,000.00	\$35,000.00	\$67,000.00	\$98,000.00
* Web Development									
* Computers	-\$38,000.00								
* Furniture	-\$5,000.00								
Start-Up Cost	-\$50,000.00								
Pre-Adjusted Misc. Marketing	-\$50,000.00								
Sub-Total	\$234,600.00	\$493,000.00	\$667,000.00	\$630,000.00	\$730,000.00	\$828,000.00	\$1,114,000.00	\$1,049,000.00	\$1,247,000.00
Income/Loss	\$234,600.00	\$493,000.00	\$667,000.00	\$630,000.00	\$730,000.00	\$828,000.00	\$1,114,000.00	\$1,049,000.00	\$1,247,000.00
Cash Flow	\$1,614,195.00	\$2,107,195.00	\$2,774,195.00	\$3,404,195.00	\$4,134,195.00	\$4,962,195.00	\$6,076,195.00	\$7,125,195.00	\$8,372,195.00

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## 3 Year Cashflow

Period	Period# 3	Period# 4	Period# 5	Period# 6	Period# 7	Period# 8	Period# 9	Period# 10	Period# 11	Period# 12
* CT/NY/NJ	\$456,000.00	\$502,000.00	\$502,000.00	\$502,000.00	\$546,000.00	\$546,000.00	\$546,000.00	\$577,000.00	\$591,000.00	\$591,000.00
Period	Period# 7	Period# 8	Period# 9	Period# 10	Period# 11	Period# 12	Period# 13	Period# 1	Period# 2	Period# 3
* Boston	\$337,000.00	\$337,000.00	\$373,000.00	\$373,000.00	\$373,000.00	\$409,000.00	\$524,000.00	\$434,000.00	\$434,000.00	\$472,000.00
Period	Period# 1	Period# 2	Period# 3	Period# 4	Period# 5	Period# 6	Period# 7	Period# 8	Period# 9	Period# 10
* Chicago	\$234,000.00	\$234,000.00	\$267,000.00	\$267,000.00	\$267,000.00	\$298,000.00	\$298,000.00	\$298,000.00	\$298,000.00	\$330,000.00
Period	Period# 9	Period# 10	Period# 11	Period# 12	Period# 13	Period# 1	Period# 2	Period# 3	Period# 4	Period# 5
* Atlanta/Delaware	\$130,000.00	\$130,000.00	\$161,000.00	\$161,000.00	\$294,000.00	\$176,000.00	\$176,000.00	\$176,000.00	\$207,000.00	\$207,000.00
* Web Development										
* Computers										
* Furniture										
Start-Up Cost										
Pre-Adjusted Misc. Marketing										
Sub-Total	\$1,157,000.00	\$1,203,000.00	\$1,303,000.00	\$1,303,000.00	\$1,480,000.00	\$1,429,000.00	\$1,544,000.00	\$1,485,000.00	\$1,530,000.00	\$1,600,000.00
Income/Loss	\$1,157,000.00	\$1,203,000.00	\$1,303,000.00	\$1,303,000.00	\$1,480,000.00	\$1,429,000.00	\$1,544,000.00	\$1,485,000.00	\$1,530,000.00	\$1,600,000.00
Cash Flow	\$9,529,195.00	\$10,732,195.00	\$12,035,195.00	\$13,338,195.00	\$14,818,195.00	\$16,247,195.00	\$17,791,195.00	\$19,276,195.00	\$20,806,195.00	\$22,406,195.00

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