



Beeotto
The Digital Ad Agency!
OnAir - Online - On All The Time™

Period vs Month

Period Vs Month

To be able to analyze Beeotto's financial projections, its' business model, and revenue growth, it is important to understand how most digital media is purchased. Today, the purchase options vary widely, from a single day, to several days, to a week to multiple weeks. It is not purchased by the "month". There are 13 periods in a year, 4 weeks equals one Period (4 weeks x 13 periods equals 52 weeks or one year). This fact is important as Beeotto "sells" its' membership by the "Period". You will see in the "Membership Tier" tab, three levels of commitment. The first is for 3 periods or 12 weeks, the second is 6 periods or 12 weeks and lastly, 13 periods or 52 weeks (one year).

However, we expense all of our costs, with the exception of media costs, and sale commissions (expensed over 13 periods), over 12 months. What will be found in the forward looking detailed pro-forma financials and the 3 year forward looking cash flow projections, a significant bump up in the operating income or a significant reduction in the loss in the 13th period.