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Business Plan Highlights:

- ◆ Established video management and video programming business seeking to expand operations and capture market share.
- ◆ Standards leader in rapidly evolving multibillion-dollar Internet video industry.
- ◆ Unique in its ability to develop and produce original programming for broadband and mobile devices.
- ◆ Veteran management team seeking \$850,000 investment in exchange for equity.

Video Company
Business Plan

April 6, 2007

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Executive Summary

Company, LLC (dba "Video Company," and also referred to as the "Company") is a well-established interactive media video management and development services company. The Company was founded in 2004 by Company Owner and Company Owner.

Executive Summary

Introduction

The emergence of networked video is setting unprecedented growth and adoption records.

According to Deloitte Technology, Media & Telecommunications analysts, "the convergence of television and Internet programming will generate at least \$3 trillion in revenue by 2010 for those with supporting services."

According to comScore, "Nearly 123 million people in the US viewed 7.2 billion online videos in January 2007 alone."

VIDEO COMPANY has the skills, experience and management team essential to reap the benefits of this technology trend.

The purpose of this business plan is to expand this well-established business and capture a large share of the vast potential revenue available to companies with core competencies in video production, interactive media distribution and video archiving.

The principals, Company Owner and Company Owner will be offering equity positions to investors in exchange for funds in the amount of \$850,000. These funds will be used for the hiring of additional sales, design, IT programming and administrative personnel, the necessary hardware and software assets and vital operating cash reserves.

Company

The Company will leverage its expertise in video production and video programming to become a leader in interactive video management.

Services

Video Company offers creative development and technical solutions for customers looking to expand their brand visibility using Internet video.

Intellectual Property Assets

The principals spent over \$50,000 in 2006 of their own money to develop interactive video assets and service offerings. This intellectual property, including well-established branded Internet channels with over 20,000 monthly page views, has been valued at over \$130,000.

Competitive Advantage

The Company is uniquely able to provide end-to-end content and programming development due to the Founders' background in video development as well as having all the required video production equipment.

The Company is also well positioned to be the best option to thousands of mid-size enterprises, due to its lean operations and economic pricing alternatives.

Executive Summary

Market

The Company is targeting clients in a multibillion-dollar industry, including the \$1 billion¹ stock video footage market (by 2010), the \$5.4 billion² mobile video market (by 2009) and the \$1 billion³ online video advertising market (by 2008).

Customers

The Company will be targeting regional and national production companies, existing print magazines, Tier 2 sports organizations, retail corporations, mobile video network operators and niche broadband channels.

Industry

The interactive video management market is made up of smaller companies with less than 10 years of operation history. There are approximately 12 well-funded, well established competitors with strong marketing presence. The industry is rapidly evolving with the technology that drives it. Video Company has the intellectual property assets, experience and management expertise to quickly establish itself as one of the leading providers in this industry.

Strategy

Strategies for success include: (1) building a strong experienced team that can hit the ground running on client projects that are in the pipeline and ready for completion, (2) hiring a dynamic sales team hungry for growth in this rapidly unfolding marketplace, (3) putting into place a well-structured marketing plan that will put Video Company out ahead of competition in less than 12 months.

Implementation

The marketing plan relies on multi-channel advertising and extensive networking with industry clients and strategic partners.

Management

Two industry veterans lead the Company with over 25 years' collective experience in cable television, film and entertainment. The full management team, comprised of 5 key positions, will maintain a Board of Advisors, top consultants and qualified staff.

Risk Assessment

Video Company is well established and poised to capitalize on the opportunities available in this rapidly growing industry. Key success and critical risk factors have been evaluated—success is highly achievable!

¹ Association of Commercial Stock Image Licensors (ACSIL). "Global Survey of Stock Footage Companies 2007." April 2, 2007.

² In-Stat/MDR as reported by 3G.co.uk on March 8th, 2006. "Worldwide Mobile Video to Boom by End of Decade.

³ eMarketer, "Measuring Online Video Ads." by Heidi Cohen. June 8, 2006.

Executive Summary

Expansion Summary

Expansion Requirements	
2007 Expenses (month 0)	
Hire 9 new employees	\$18,000
Legal Expenses	\$20,000
Marketing Expenses	\$20,000
Miscellaneous Expenses	\$2,000
Total 2007 Expenses	\$60,000
Computer Hardware & Software	\$50,000
Total Long-term Assets	\$50,000
Expansion Expenses	\$60,000
Cash Balance after Expansion	\$740,000
Other Current Assets	\$0
Total Current Assets	\$740,000
Long-term Assets	\$50,000
Total Assets	\$790,000
Current Liabilities	\$0
Accounts Payable	\$0
Current Borrowing	\$0
Other Current Liabilities	\$0
Current Liabilities	\$0
Long Term Loan	\$0
Other Long-Term Liabilities	\$0
Shareholder Equity	\$790,000
Total Liabilities & Shareholder Equity	\$790,000
Total Funding	\$850,000

Assumptions:

\$2,000 expense per employee to recruit, hire, screen and train

Legal expenses include employee contracts, incorporation changes, miscellaneous

Marketing expenses include booth payments for trade shows, press kits, misc. marketing collateral

Starting Investment is \$850,000

\$110,000 is for month 0 Expansion Expenses

Remaining \$740,000 is for ongoing operating expenses during expansion.

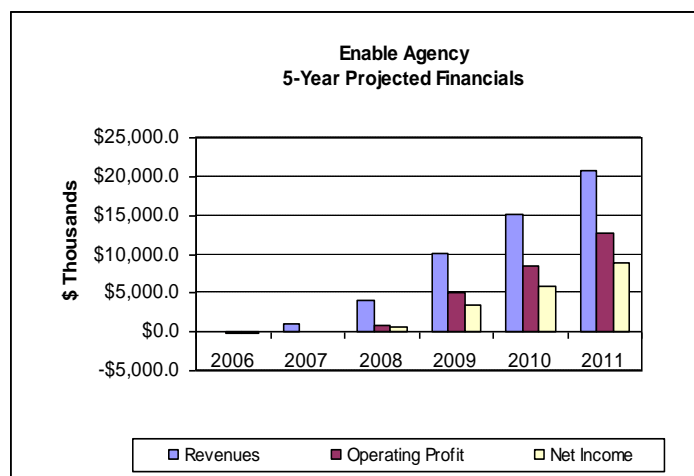
Financial Highlights

Financial Highlights

Financial Highlights (\$000)

Profit & Loss \$ thousands	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Total
Income													
Total Income	\$0.0	\$1.0	\$1.6	\$8.0	\$25.5	\$34.8	\$69.6	\$88.9	\$116.0	\$170.9	\$227.9	\$297.5	\$1,041.7
Gross Profit	\$0.0	\$0.9	\$1.2	\$6.3	\$18.6	\$24.4	\$50.7	\$65.5	\$85.9	\$127.0	\$170.3	\$232.0	\$782.9
Total Expenses	\$7.0	\$5.5	\$6.0	\$7.6	\$17.6	\$95.6	\$101.7	\$105.1	\$109.8	\$119.4	\$129.4	\$135.0	\$839.9
EBITDA	(\$7.0)	(\$4.7)	(\$4.8)	(\$1.3)	\$1.0	(\$71.2)	(\$51.0)	(\$39.6)	(\$23.9)	\$7.6	\$40.9	\$97.0	(\$57.1)
EBT	(\$7.0)	(\$4.7)	(\$4.8)	(\$1.3)	\$1.0	(\$72.3)	(\$52.0)	(\$40.6)	(\$24.9)	\$6.7	\$40.0	\$96.2	(\$63.6)
Taxes (30%)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Net Income	(\$7.0)	(\$4.7)	(\$4.8)	(\$1.3)	\$1.0	(\$72.3)	(\$52.0)	(\$40.6)	(\$24.9)	\$6.7	\$40.0	\$96.2	(\$63.6)
Gross Margin/Sales	NA	NA	73%	78%	73%	70%	73%	74%	74%	74%	75%	78%	75%
EBITDA/Sales	NA	NA	-302%	-17%	4%	-205%	-73%	-44%	-21%	4%	18%	33%	-5%
Net Income/Sales	NA	NA	-302%	-17%	4%	-208%	-75%	-46%	-21%	4%	18%	32%	-6%

Profit & Loss \$ thousands	2008 Proj	2009 Proj	2010 Proj	2011 Proj
Income				
Total Income	\$4,055	\$10,107	\$15,111	\$20,815
Gross Profit	\$3,264	\$8,106	\$12,109	\$16,672
EBITDA	\$803	\$4,991	\$8,454	\$12,626
EBT	\$797	\$4,990	\$8,454	\$12,626
Taxes (30%)	\$239	\$1,497	\$2,536	\$3,788
Net Income	\$558	\$3,493	\$5,918	\$8,838
Gross Margin/Sales	80%	80%	80%	80%
EBITDA/Sales	20%	49%	56%	61%
Net Income/Sales	14%	35%	39%	42%



Investment Return Strategy

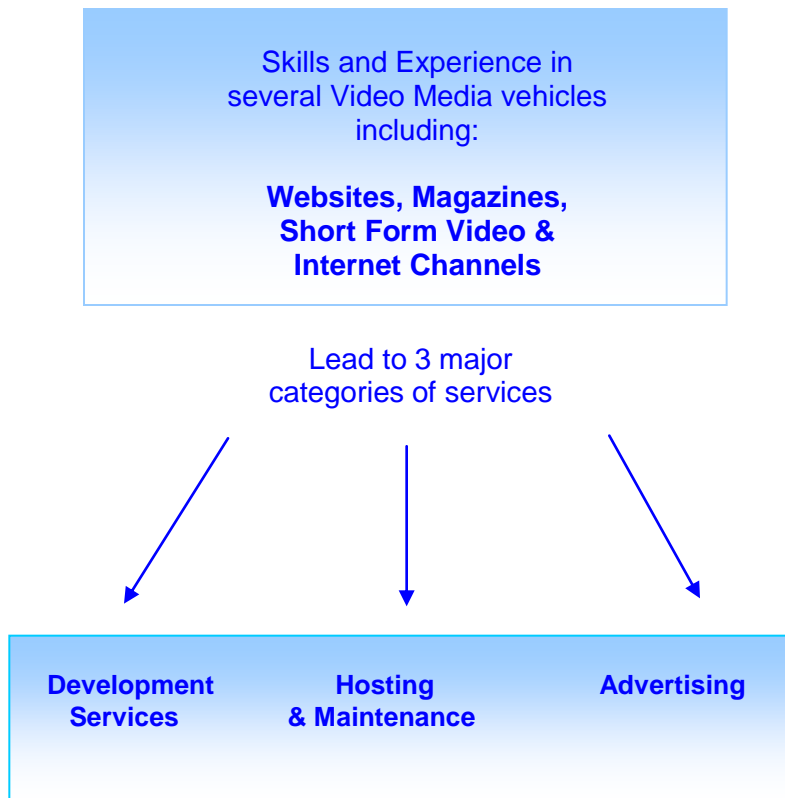
The Principals plan to sell stock in the Company to generate the \$850,000 in requested funding. Descriptions of various investment return scenarios will be available to qualified investors. The return on investment will be determined as part of the stock registration.

Services Summary

Video Company provides interactive video management and development services, including content management, branded video interfaces, interactive video e-commerce systems and original short form HD programming.

Services Summary

The company's business model includes opportunities for numerous revenue streams. The following diagram outlines **Video Company's** unique value proposition.



Culminates in unlimited revenue possibilities!

Website Development • Feedback Marketing
Short Form Video Development • Shot Exchange
Internet Channel Development • Digital Archiving
Video Magazine Development • Software Licensing
Interactive Video E-commerce • Stock Footage Licensing
Syndicated Programming • Streaming & Publishing
Advertising Opportunities on established channels
Magazine & Internet Channel Hosting
Video Stock Footage Development



Market Analysis Summary

*The consumption of video is one of the fastest growing technology trends in history. Nearly 123 million people in the US viewed 7.2 billion videos in January 2007 alone.*⁴

Market Analysis Summary

Industry Overview

Video Company's line of business is termed "Video Broadcasting, Exclusively on the Internet." It is classified under **NAICS⁵ code 516110**. This industry comprises establishments engaged in publishing and/or broadcasting content on the Internet exclusively.

"These establishments do not provide traditional (non-Internet) versions of the content that they publish or broadcast. Establishments in this industry provide textual, audio and/or video content of general or specific interest on the Internet."⁶

The Company also provides services classified as "Data Processing, Hosting and Related Services," **NAICS code 518210** and "Motion Picture and Video Production," **NAICS code 512110**.

"This industry comprises establishments primarily engaged in providing infrastructure for hosting or data processing services. These establishments may provide specialized hosting activities, such as Web hosting, streaming services or application hosting, provide application service provisioning, or may provide general timeshare mainframe facilities to clients. Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services."⁷

and,

"This industry comprises establishments primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television commercials.

According to the 2002 Economic Census the US had the following:

NAICS Category	Number of Establishments	Annual Revenue	Number of Employees
Internet Publishing and Broadcasting	2,057	\$6.3B	40,021
Data Processing, Hosting and Related Services	13,769	\$53B	434,267
Motion Picture and Video Production	11,163	\$46.8B	111,112

Market Overview

Interactive video e-commerce is an emerging new service, and an idea whose time has come. One of the most popular topics of recent tradeshow speeches and magazine articles, video e-commerce is the most legitimate new form of media. In a sense, the technology to create and deliver digital videos has now reached a tipping point. Convergence of cable, mobile and Internet content consumption ubiquity is quickly becoming a reality. Advances in

⁴ comScore. "Streamer View Seven Billion Videos Monthly." March 26, 2007. www.comscore.com

⁵ North American Industry Classification System, formerly SIC – Standard Industrial Classification.

⁶ U.S. Census Bureau. <http://www.census.gov/epcd/www/naics.html>

⁷ *ibid.*

Market Analysis Summary

Market Trends

Stock Footage & Video Archiving

Recent coverage of major acquisitions, such as Google's \$1.65 billion acquisition of YouTube have brought increased exposure to the dynamic market trends happening in Internet video.

"People are beginning to consume media in a new way, creating a clip culture," according to Chad Hurley, CEO and Co-Founder of YouTube.¹⁰

Stock footage is estimated at a staggering \$300 million market and is projected to reach the \$1 billion market by 2010.

Video Company has core competencies in video production and video archiving as well as, through their Shot Exchange video library, the company owns thousands of stock video clips.

Advertising

According to eMarketer, "the online video advertising market will reach \$385 million in 2006 and surpass \$1 billion by 2008.

Internet video is also having a significant impact on how advertising dollars are spent, as this market research announcement from comScore illustrates:

According to Erin Hunter of comScore, "Primetime TV viewing occurs between 8:00 and 11:00pm, while 'primetime' viewing of online video occurs during the preceding block of time—between 5:00 and 8:00pm Shrewd marketers will utilize a multi-channel strategy to capitalize on these adjacent 'primetime' blocks in order to maximize their marketing impact."¹¹

Video Company is well positioned to provide high levels of expertise in video advertising, from video development to advertising placement on Company-owned Internet vehicles such as Green Scene TV.

*The Company is also experienced in **hot-spotting**, a technology that allows users to click on various parts of the ad or video, for data, user information and/or product purchase.*

Mobile Video

A wide range of research firms are forecasting the mobile video market (i.e. being able to watch TV entertainment or sports events on handheld devices, such as cell phones or iPods) to grow anywhere between \$5 billion and \$25 billion by 2010.¹²

Video Company has the product experience in mobile video and will be able to support clients looking to develop mobile video programming and advertising.

¹⁰ Google To Acquire YouTube for \$1.65 Billion in Stock. October 9, 2006. Google press release.

¹¹ Streamers View Seven Billion Videos Monthly. March 26, 2007. eMarketer press release.

¹² Worldwide Mobile Video Market to Boom by End of Decade. March 8th, 2006. 3G.co.uk

Strategy and Implementation Summary

Milestones

The following milestones are forecast for the organization.

Milestones	Date
Receive Funding	5/1/2007
Video Development, <i>First Source Staffing</i>	5/1/2007
iCast Report Digital Magazine Launch	5/1/2007
Video Production, <i>Black Pearl</i>	6/1/2007
Hire 9 new personnel	6/1/2007
Sign Green Scene advertising/sponsors	6/15/2007
Bulk video resumes - <i>Staffing Company</i>	6/15/2007
Digital Archive, <i>SkateLegends</i>	7/1/2007
Interactive Video, <i>Roof Express</i>	7/15/2007
Complete 125 video packages	8/1/2007
Business Marketing Assc. Magazine	9/1/2007
Video Production, <i>Bandimere Speedway</i>	9/1/2007

Milestones (Planned) 2007

Milestone	DATE	May	Jun	Jul	Aug	Sept	Oct	Nov	~	Dec
Receive Funding	5/1/2007								~	
Video Development, <i>First Source Staffing</i>	5/1/2007									
iCast Report Digital Magazine Launch	5/1/2007									
Video Production, <i>Black Pearl</i>	6/1/2007									
Hire 9 new personnel	6/1/2007									
Sign Green Scene advertising/sponsors	6/15/2007									
Bulk video resumes - <i>Staffing Company</i>	6/15/2007									
Interactive Video, <i>Roof Express</i>	7/15/2007									
Complete 125 video packages	8/1/2007									
Business Marketing Assc. Magazine	9/1/2007									
Video Production, <i>Bandimere Speedway</i>	9/1/2007									

Milestones (Planned) 2008

Milestone	DATE	Jan	Feb	Mar	Apr	May	Jun	Jul	~	Dec
Hire 8 new personnel (20 total)	5/1/2008								~	
Short Form Video License w/cable network	5/1/2008									
Mobile Video Network	12/1/2008								~	

Milestones (Planned) 2009

Milestone	DATE	Jan	Feb	Mar	Apr	May	Jun	Jul	~	Dec
Hire 5 new personnel (25 total)	5/1/2009									

Strategy and Implementation Summary

Sales Forecast

Funding estimated as of May 2007

2007 Prior to Funding

	Jan-07	Feb-07	Mar-07	Apr-07
Digital Asset Management	\$0.0	\$0.0	\$0.0	\$0.0
Videos	\$0.0	\$0.0	\$1.5	\$0.0
Interactive	\$0.0	\$0.0	\$1.0	\$6.5
Advertising	\$0.0	\$0.0	\$0.1	\$1.5
Branded Channel	\$0.0	\$0.0	\$0.0	\$0.0
Total Income	\$0.0	\$0.0	\$2.6	\$8.0

2007 Sales after Funding

	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Digital Asset Management	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$9.8	\$14.6	\$19.4
Videos	\$20.0	\$24.6	\$42.7	\$48.8	\$62.5	\$63.6	\$81.8	\$78.4
Interactive	\$2.5	\$2.5	\$2.5	\$9.0	\$15.0	\$37.0	\$58.5	\$76.5
Advertising	\$3.0	\$7.6	\$9.9	\$12.1	\$15.0	\$18.0	\$21.6	\$25.2
Branded Channel	\$0.0	\$0.0	\$14.5	\$19.0	\$23.5	\$42.5	\$51.5	\$60.5
Total Income	\$25.5	\$34.8	\$69.6	\$88.9	\$116.0	\$170.9	\$227.9	\$260.0

2007 Year-End Sales Forecast

	Yearly Total
Digital Asset Management	\$43.8
Videos	\$423.9
Interactive	\$211.0
Advertising	\$114.0
Branded Channel	\$211.5
Total Income	\$1,004.2

This table outlines the various specific services that are available in each category.

Category	Detailed Services
<i>Digital Asset Management</i>	Stock Footage Commercial Stock Footage Licenses
<i>Videos</i>	Short Form Production Short Form Syndication Enterprise Media Packs Video Resume Packages Man on Street Video Interviews
<i>Interactive</i>	Hotspots & Overlays Magazines Video Websites
<i>Advertising</i>	Eyeball CPM Short Form Sponsorship
<i>Branded Channel</i>	Branded Channel Development Branded Channel Subscription

Financial Plan

Financial Plan

Important Assumptions

The annual assumptions, which form the basis for much of the financial plan, are depicted below.

General Assumptions			
	2007	2008	2009
Personnel Burden	10%	10%	10%
Payroll Tax Rate	18.5%	18.5%	18.5%
Tax Rate	30%	30%	30%

Revenue Assumptions

- ◆ Current operations generate approximately \$8,000 per month.
- ◆ Expanded operations include sales generated by two additional sales personnel to an average of \$250,000 per month and growing.
- ◆ Services are priced at \$100 to \$10,000 depending on labor and asset requirements.
- ◆ Year 2 revenue growth is 289% based on continued hiring to a total of 20 personnel, successful marketing programs and predicted industry growth.
- ◆ Year 3 revenue growth is 150% based on continued hiring to a total of 26 personnel, successful marketing operations and predicted industry growth.

Cost of Goods Assumptions

- ◆ COGS include supplies, contract labor and other cost of goods.
- ◆ COGS for 2007 are broken down by revenue category:
 - 50% for Digital Asset Management
 - 25% for Videos
 - 15% for Interactive
 - 50% for Advertising
 - 20% for Branded Channel
- ◆ COGS for 2008-2011 average 20% for entire revenue base.

Expense Assumptions

- ◆ Monthly expenses average \$120,000 after expansion.
- ◆ Expense increases in 2008-2011 average approx. 5% per year per category of expense.

Capital Expenditures

- ◆ Capital expenditures of \$50,000 are planned for 2007. These funds are for computer equipment, software licenses and other office equipment required by the new personnel.
- ◆ Additional capital expenditures of \$30,000 are planned in 2008 for additional computer equipment and software licenses for new personnel.

Financial Plan

Break-even Analysis

The following break-even analysis is the average monthly break-even point after the expenditures in COGS and fixed costs. It states that the Company must, on average, achieve sales of \$161,300 per month to break even. This is the break-even point after expansion to the planned 11 personnel in 2007 takes place.

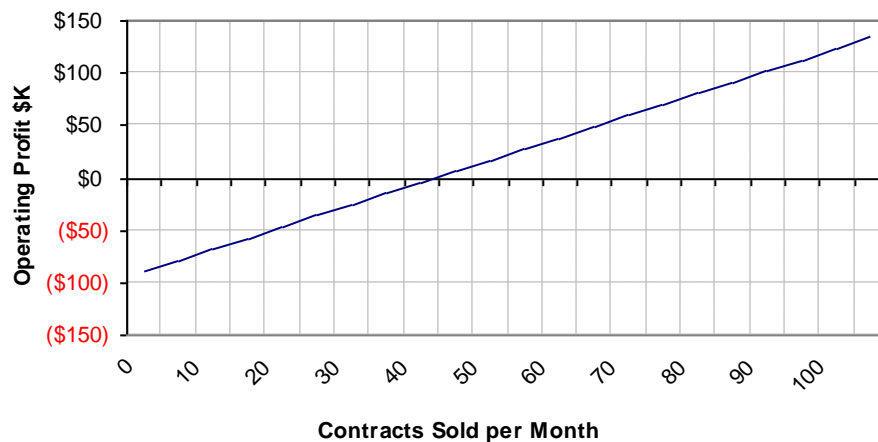
Monthly Break-Even Contract Units	43
Monthly Break-Even Revenue	\$161,300

Assumptions:

Average Revenue per Contract	\$3,750
Average Variable Costs per Contract*	\$1,600
Estimated Monthly Fixed Costs	\$89,500

Note: Variable Costs include COGS and Sales Commission

Break Even Analysis



Appendix

12-Month Balance Sheet

Balance Sheet \$ thousands	Jan-07 <i>Act</i>	Feb-07 <i>Act</i>	Mar-07 <i>Act</i>	Apr-07 <i>Proj</i>	May-07 <i>Proj</i>	Jun-07 <i>Proj</i>	Jul-07 <i>Proj</i>	Aug-07 <i>Proj</i>	Sep-07 <i>Proj</i>	Oct-07 <i>Proj</i>	Nov-07 <i>Proj</i>	Dec-07 <i>Proj</i>
Assets												
Current Assets												
Cash	\$3.1	\$3.1	\$7.9	\$13.6	\$704.9	\$605.5	\$551.4	\$508.7	\$457.4	\$462.5	\$504.2	\$579.4
Other Current Assets	\$4.5	\$4.5	\$0.5	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Total Current Assets	\$7.6	\$7.6	\$8.4	\$13.6	\$704.9	\$605.5	\$551.4	\$508.7	\$457.4	\$462.5	\$504.2	\$579.4
Fixed Assets												
Long-term Assets	\$46.2	\$46.2	\$46.2	\$46.2	\$96.2	\$96.2	\$96.2	\$96.2	\$96.2	\$96.2	\$96.2	\$96.2
Intellectual Property Assets	\$130.6	\$131.6	\$132.6	\$132.6	\$132.6	\$157.6	\$157.6	\$157.6	\$182.6	\$182.6	\$182.6	\$207.6
Depreciation	(\$20.4)	(\$24.8)	(\$29.3)	(\$33.7)	(\$39.0)	(\$45.0)	(\$51.0)	(\$57.0)	(\$63.6)	(\$70.3)	(\$77.0)	(\$84.4)
Total Fixed Assets	\$156.4	\$153.0	\$149.5	\$145.1	\$189.8	\$208.8	\$202.8	\$196.8	\$215.2	\$208.5	\$201.8	\$219.4
Total Other Assets	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Total Assets	\$164.0	\$160.6	\$157.9	\$158.7	\$894.7	\$814.3	\$754.2	\$705.5	\$672.5	\$671.0	\$706.0	\$798.9
Liabilities and Equity												
Current Liabilities												
Accounts Payable	\$31.8	\$31.8	\$31.8	\$31.8	\$26.8	\$21.8	\$16.8	\$11.8	\$6.8	\$1.8	\$0.0	\$0.0
Total Current Liabilities	\$31.8	\$31.8	\$31.8	\$31.8	\$26.8	\$21.8	\$16.8	\$11.8	\$6.8	\$1.8	\$0.0	\$0.0
Long Term Liabilities												
Other Long Term Liabilities	\$74.2	\$74.2	\$84.6	\$84.6	\$84.6	\$81.6	\$78.5	\$75.4	\$72.2	\$69.0	\$65.8	\$62.5
Total Long Term Liabilities	\$74.2	\$74.2	\$84.6	\$84.6	\$84.6	\$81.6	\$78.5	\$75.4	\$72.2	\$69.0	\$65.8	\$62.5
Total Liabilities	\$106.0	\$106.0	\$116.4	\$116.4	\$111.4	\$103.4	\$95.3	\$87.2	\$79.0	\$70.8	\$65.8	\$62.5
Shareholder Equity												
Paid-in Capital	\$129.1	\$129.1	\$129.1	\$129.1	\$869.1	\$869.1	\$869.1	\$869.1	\$869.1	\$869.1	\$869.1	\$869.1
Retained Earnings	(\$64.1)	(\$69.9)	(\$80.7)	(\$85.5)	(\$86.8)	(\$85.8)	(\$158.1)	(\$210.1)	(\$250.7)	(\$275.6)	(\$268.9)	(\$228.9)
Earnings	(\$7.0)	(\$4.7)	(\$4.8)	(\$1.3)	\$1.0	(\$72.3)	(\$52.0)	(\$40.6)	(\$24.9)	\$6.7	\$40.0	\$96.2
Total Capital	\$58.0	\$54.6	\$43.6	\$42.3	\$783.3	\$711.0	\$659.0	\$618.4	\$593.5	\$600.2	\$640.2	\$736.4
Total Shareholder Equity	\$58.0	\$54.6	\$43.6	\$42.3	\$783.3	\$711.0	\$659.0	\$618.4	\$593.5	\$600.2	\$640.2	\$736.4
Total Liabilities and Equity	\$164.0	\$160.6	\$160.0	\$158.7	\$894.7	\$814.3	\$754.2	\$705.5	\$672.5	\$671.0	\$706.0	\$798.9

Appendix

5-Year P&L

Profit and Loss Statement						
(\$ thousands)						
	2006	2007	2008	2009	2010	2011
	<i>Actual</i>	<i>Proj</i>	<i>Proj</i>	<i>Proj</i>	<i>Proj</i>	<i>Proj</i>
Income						
Sales Revenue	\$20.0	\$1,004.2	\$3,955.4	\$10,007.1	\$15,010.7	\$20,714.8
Sale of Intellectual Assets	\$0.0	\$37.5	\$100.0	\$100.0	\$100.0	\$100.0
Total Income	\$20.0	\$1,041.7	\$4,055.4	\$10,107.1	\$15,110.7	\$20,814.8
			289%	149%	50%	38%
Cost of Goods Sold						
COGS	\$30.0	\$258.8	\$791.1	\$2,001.4	\$3,002.1	\$4,143.0
Total COGS	\$30.0	\$258.8	\$791.1	\$2,001.4	\$3,002.1	\$4,143.0
	150%	25%	20%	20%	20%	20%
Gross Profit	(\$10.0)	\$782.9	\$3,264.3	\$8,105.7	\$12,108.6	\$16,671.8
Expenses						
Payroll	\$50.0	\$365.7	\$1,517.5	\$1,926.5	\$2,189.6	\$2,262.2
Marketing/Promotion	\$0.0	\$37.0	\$120.0	\$126.0	\$132.3	\$138.9
Depreciation	\$0.0	\$6.0	\$6.0	\$6.0	\$6.0	\$6.0
Travel	\$0.0	\$14.5	\$16.0	\$17.5	\$19.3	\$21.2
Training	\$0.0	\$7.0	\$7.7	\$8.5	\$9.3	\$10.2
Rent	\$15.0	\$35.0	\$52.5	\$52.5	\$52.5	\$52.5
Networking/Colocation	\$0.0	\$37.5	\$39.4	\$41.3	\$43.4	\$45.6
Utilities	\$0.0	\$2.8	\$2.9	\$3.1	\$3.2	\$3.4
Insurance	\$0.0	\$2.8	\$2.9	\$3.1	\$3.2	\$3.4
Personnel Burden	\$0.0	\$35.6	\$151.8	\$192.7	\$219.0	\$226.2
Payroll Taxes	\$0.0	\$65.9	\$280.7	\$356.4	\$405.1	\$418.5
Sales Commission	\$0.0	\$169.4	\$254.1	\$381.2	\$571.8	\$857.7
Short Term Debt	\$0.0	\$35.7	\$9.3	\$0.0	\$0.0	\$0.0
Professional Fees	\$2.0	\$25.0	\$26.3	\$27.6	\$28.9	\$30.4
Total Expenses	\$67.0	\$839.9	\$2,460.8	\$3,114.8	\$3,654.7	\$4,045.9
Operating Profit (Loss)	(\$77.0)	(\$57.1)	\$803.5	\$4,990.9	\$8,453.9	\$12,626.0
	-385%	-5%	20%	49%	56%	61%
Other Income/Expense						
Other Income	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Interest (Bank Note)	\$0.0	(\$6.6)	(\$6.5)	(\$0.7)	\$0.0	\$0.0
Total Other	\$0.0	(\$6.6)	(\$6.5)	(\$0.7)	\$0.0	\$0.0
EBT	(\$77.0)	(\$63.6)	\$797.0	\$4,990.1	\$8,453.9	\$12,626.0
Taxes (30%)	\$0.0	\$0.0	\$239.1	\$1,497.0	\$2,536.2	\$3,787.8
Net Income	(\$77.0)	(\$63.6)	\$557.9	\$3,493.1	\$5,917.7	\$8,838.2
	-385%	-6%	14%	35%	39%	42%