



AUSTIN HELPERS
IN-HOME CARE

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1.0 Executive Summary

The purpose of this business plan is to showcase the development of a non-medical in-home care agency based in Round Rock, Texas. Austin Helpers LLC (“the Company”) will provide its services throughout the entirety of the Austin area. At this time, the Company is seeking a revolving credit facility (\$100,000) to establish operations. Full scale revenue generating operations are expected to start at the beginning of next year. The Company’s President/CEO is Matthew Deutsch.

Through its network of retained caregivers, the Company will provide older individuals and people with special needs with daily assistance. The scope of the Company’s services will include companionship, transportation, housekeeping, medication reminders, assistance with grooming, and related services that are permitted by non-medical caregivers. The Company will charge \$30 per hour for its services.

The Company will directly employ all caregivers. Substantial training will be provided so that each client receives an exceptional experience regarding their day-to-day needs.

The services offered by Austin Helpers will be further discussed in the third section of the business plan.

The Financing

Austin Helpers is seeking a \$100,000 SBA backed working capital line of credit to establish its operations in Round Rock. This business plan assumes that the Company will receive a 10-year commitment carrying an 8% interest rate due on the drawn down balance. The funds will be principally used for establishing the Company’s location while providing capital for recruitment and payroll as the client base is established. The Founder will provide \$15,000 toward the venture.

Moving forward, the Company could easily have its working capital line of credit expanded as Austin Helpers grows. However, it is unlikely that the Company would require additional capital unless satellite locations are established in Texas. The Company will use its retained earnings to finance growth.

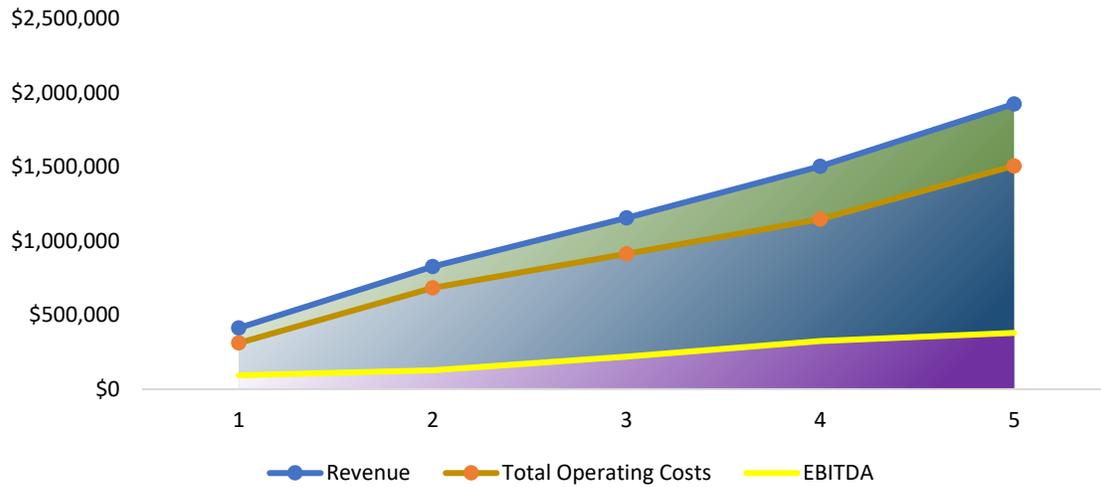
Expansion

Over the next five years, Austin Helpers will further expand the scope of its marketing campaigns throughout Round Rock and Austin. A major component of the Company’s growth will come from the ongoing hiring of qualified and vetted caregivers that will render non-medical care for older individuals and people with special needs. In the future, the Company may include skilled care services which could be introduced easily given the established brand name of the business. However, the integration of skilled care is not expected to occur within the first five years of operation.

Revenue Forecasts

Proforma Profit and Loss					
Year	1	2	3	4	5
Revenue	\$413,100	\$826,200	\$1,156,680	\$1,503,684	\$1,924,716
Cost of Revenue	\$8,262	\$16,524	\$23,134	\$30,074	\$38,494
Gross Profit	\$404,838	\$809,676	\$1,133,546	\$1,473,610	\$1,886,221
Total Operating Costs	\$311,322	\$682,473	\$913,064	\$1,147,883	\$1,506,568
EBITDA	\$93,516	\$127,203	\$220,482	\$325,727	\$379,653

Revenue, Operating Costs, EBITDA



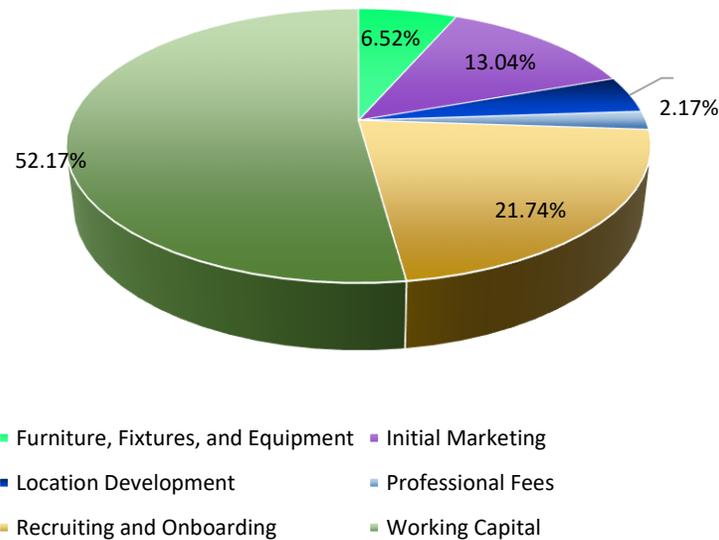
2.0 The Financing

2.1 Funds Required

A RLOC of \$100,000 is sought to establish the operations of Austin Helpers in Round Rock. The Founder (Matthew Deutsch, RN) will contribute \$15,000 toward the venture. The loan and investment are to be used as follows:

Use of Funds	
Furniture, Fixtures, and Equipment	\$7,500
Initial Marketing	\$15,000
Location Development	\$5,000
Professional Fees	\$2,500
Recruiting and Onboarding	\$25,000
Working Capital	\$60,000
Total	\$115,000

Use of Funds Breakdown



2.2 Management Equity

Matthew Deutsch retains a 100% ownership interest in the business.

2.3 Exit Strategies

As non-medical care firms generate highly recurring revenue, the demand to acquire these types of enterprises is enormous. The business, should it be financially prudent to do so, could be easily sold to a third party that is seeking to enter this industry via acquisition or to an established agency seeking to expand their operations. Historically, these types of enterprises command a P/E ratio of three times earnings.

3.0 Operations

Through its location in Round Rock, the Company will provide exceptional non-medical care rendered by highly qualified and trained professionals. The scope of the Company's services will include assistance with dressing, grooming, transportation, light housekeeping, and meal preparation. The Company's caregivers will also provide medication reminders as they will not be permitted to dispense medication. The Company will charge \$30 per hour for services rendered. All payments will directly come from patients.

It should be noted that to provide a safe and secure environment for clients, the caregiver will have the contact information for all medical personnel including physicians, specialists, and mental healthcare professionals. All caregivers will be trained to provide first-aid and CPR in the event that there is an emergency.

4.0 Overview of the Organization

4.1 Registered Name

Austin Helpers LLC. The business is registered as a limited liability company in the State of Texas.

4.2 Commencement of Operations

Revenue generating operations will commence in first quarter of next year.

4.3 Mission Statement

Austin Helpers's mission is to provide affordable, end-to-end solutions for people that need ongoing support.

4.4 Vision Statement

By the fifth year of operation, Austin Helpers will become a leading agency for non-medical home care.

4.5 Organizational Objectives

- Establish ongoing relationships with referring healthcare partners throughout the Austin area.
- Implement a wide-ranging marketing campaign that focuses on the use of both traditional marketing and online marketing.
- Adhere to all regulations and laws as it relates to providing non-medical care in Texas.
- Use targeted social media strategies among people that have recently conducted searches for non-medical care.
- Implement policies that will guide the continued growth of the business over the next five years.
- Provide gainful employment opportunities for the Company's staff.
- Engage in a wide-ranging recruitment campaign to onboard compassionate staff members.

5.0 Strategic and Market Analysis

5.1 External Environment Analysis

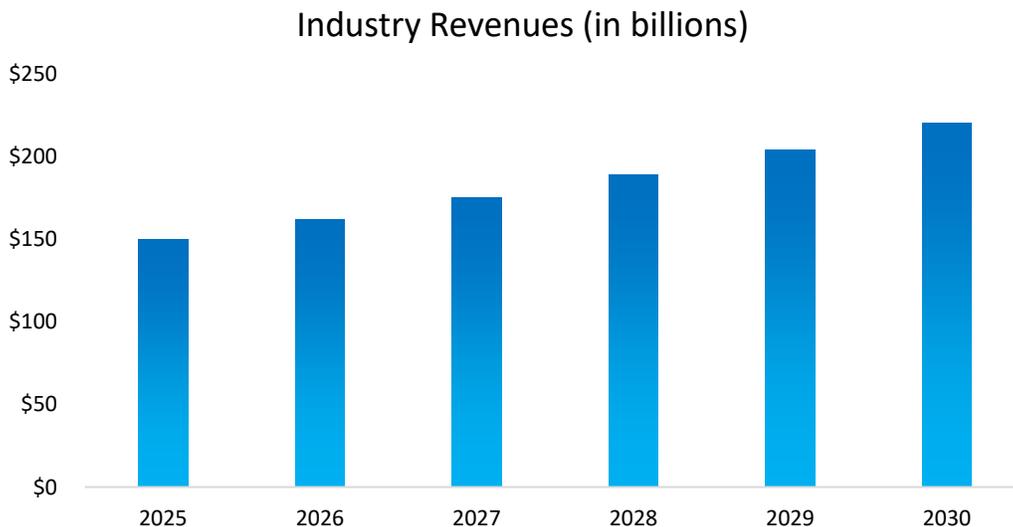
This section of the business plan will showcase the current economic climate, non-medical care industry, client profile, and the ongoing competition that the business will face moving forward.

Currently, the economic climate with the United States is moderately strong. As a result of continuing changes in global trade policies, there has been a modicum of uncertainty introduced into the economy. However, global central banks are taking appropriate measures through fiscal policy to reduce the risks related to inflation. This will prevent an economic recession.

It should be noted that the demand for non-medical in-home care will remain strong in any economic climate given that this is a necessity for many families. Austin Helpers, through its operations, will produce substantial income on a monthly basis. The business will earn exceptional contribution margins as a function of the per-hour fees paid to staff members. Furthermore, the Company will operate with a lean business model that will further contribute to economic stability.

5.2 Industry Analysis

Currently, the demand for in home care is a \$150 billion industry that spans more than 500,000 companies operating within this market. The industry employs slightly more than two million people. The demand for non-medical in-home care services is expected to increase in the coming years as people from the Baby Boomer population continue to enter their later years. In Austin, this demand will be especially strong given the large population of people over the age of 65. The compounded annual growth rate of the industry is expected to remain near 8% in next five years.

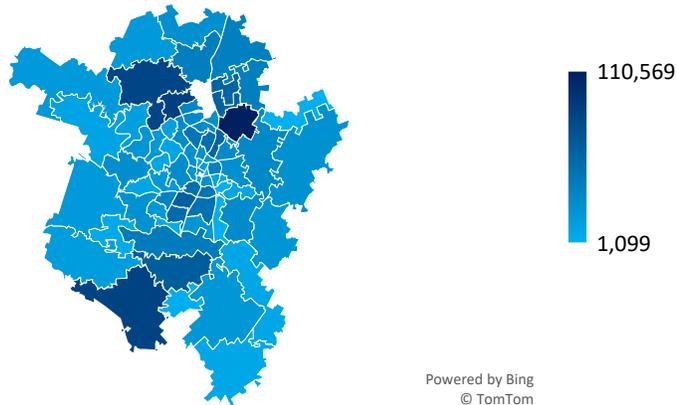


5.3 Customer Profile

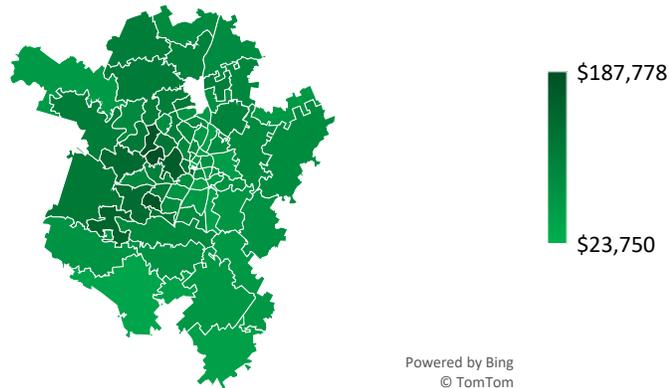
Any older individual or individual with special needs is a potential client of Austin Helpers. The demand for in-home non-medical care encompasses the entirety of the socioeconomic spectrum. The following profile will be used during the course of marketing:

- Between the ages of 60 to 80
- Annual household income exceeding \$80,000
- Live within 25 miles of the Company’s centralized management location

Target Market Area Population



Target Market Area Household Income



5.4 Competition

This business plan has been written as a sample only. If this was for a client engagement then a substantial competitive analysis examining the scope, scale, size, and estimated annual revenue will be provided among major market suppliers within the target market.

6.0 Key Strategic Issues

6.1 Sustainable Operations

The Company will be able to maintain successful business operations because of the following:

- The significant demand in Round Rock and the Austin area will ensure that the business will reach profitability in its first year.
- The Company can quickly onboard caregivers as no individual licensure is required to provide non-medical care.
- Austin Helpers will operate with a substantial degree of economic stability given the demand in this market and the necessity of non-medical home care.
- The Company will take a personalized approach for each client's needs, which will provide a major differentiating factor.
- As needed, the Company can access growth capital to further expand its operations.

6.2 Basis for Growth

Austin Helpers will grow through three avenues:

- Continued expansion of the Company's marketing operations throughout Round Rock and surrounding markets.
- Development of satellite locations within Texas to provide service to other areas.
- Potential integration of skilled care services (after the fifth year of operation).

7.0 Marketing Plan

7.1 Marketing Objectives

- Establish referral relationships with medical providers within Austin.
- Engage in regional marketing campaign through advertisements among lifestyle publications.
- Maintain an expansive online presence.

7.2 Revenue Forecasts

Yearly Sales Forecast					
Year	1	2	3	4	5
In Home Care Services	\$413,100	\$826,200	\$1,156,680	\$1,503,684	\$1,924,716
Totals	\$413,100	\$826,200	\$1,156,680	\$1,503,684	\$1,924,716

Gross Profit					
Year	1	2	3	4	5
Total	\$404,838	\$809,676	\$1,133,546	\$1,473,610	\$1,886,221

7.3 Revenue Assumptions

Year 1

- Austin Helpers will establish its operations by hiring three caregivers within the first year of operation.
- First year revenues will reach \$413,000.

Year 2

- The Company will expand its operations by hiring additional staff while expanding the scope of its marketing operations.
- Revenue will reach \$826,000.

Years 3-5

- Through Year 3 to Year 5, the Company will expand the scope of its marketing campaigns to onboard additional clients while concurrently hiring vetted caregivers.
- Revenue will reach \$1.9 million by the fifth year of operations.

7.4 Marketing Strategies

The Company will use a number of marketing strategies that will drive substantial interest in Austin Helpers from the onset of operations. During the development period, the Company will establish ongoing referral relationships with medical doctors and mental

health professionals that have recommended that an individual receive ongoing non-medical support on a day-to-day basis. These referral relationships will be an invaluable source of new business throughout the life of the Company.

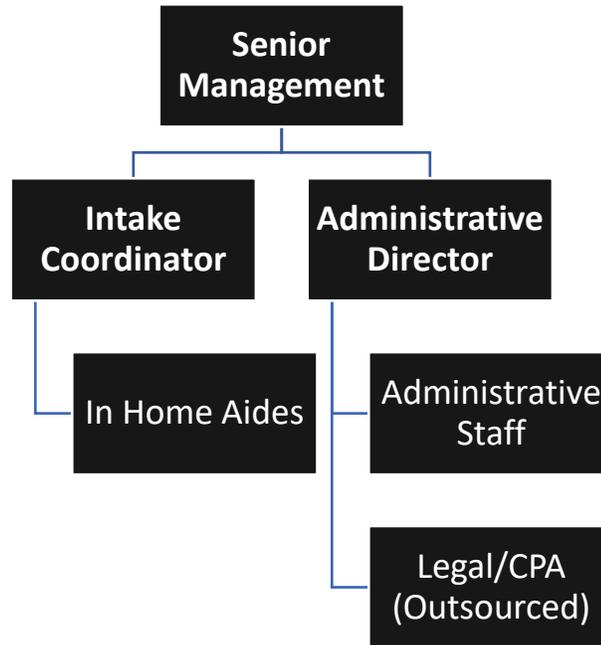
In regards to the Company's website, this will be a comprehensive platform that showcases the entire range of non-medical services offered. This platform will undergo regionally focused search engine optimization specific for the Round Rock and greater Austin market. On an ongoing basis, new content that showcases the operations of Austin Helpers will be added.

Beyond the Company's website, the business will use multiple social media platforms to further increase brand visibility. On LinkedIn, the Company will focus on establishing relationships with individuals that list their profession as a non-medical homecare professional. This will reduce the lead time required to onboard vetted personnel.

The Company will also place advertisements in regional lifestyle magazines and publications that showcase the wide range of non-medical services offered. The business will work with a qualified advertising business so that these ads can be quickly placed.

8.0 Organizational Plan

8.1 Corporate Organization



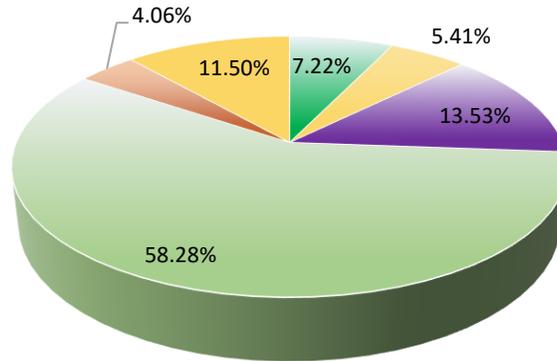
8.2 Organizational Budget

Personnel Plan - Yearly					
Year	1	2	3	4	5
Senior Management	\$80,000	\$82,400	\$84,872	\$87,418	\$90,041
Administrative Directors	\$0	\$61,800	\$63,654	\$65,564	\$67,531
Client Coordinators	\$50,000	\$51,500	\$106,090	\$109,273	\$168,826
In Home Care Staff	\$114,000	\$273,980	\$403,142	\$539,807	\$727,079
Marketing Staff	\$0	\$46,350	\$47,741	\$49,173	\$50,648
Administrative Staff	\$0	\$43,775	\$45,088	\$92,882	\$143,502
Total	\$244,000	\$559,805	\$750,587	\$944,116	\$1,247,627

Numbers of Personnel (Year End Headcount)					
Year	1	2	3	4	5
Senior Management	1	1	1	1	1
Regional Directors	0	0	0	0	0
Administrative Directors	0	1	1	1	1
Client Coordinators	1	1	2	2	3
In Home Care Staff	3	7	10	13	17
Marketing Staff	0	1	1	1	1
Administrative Staff	0	1	1	2	3
Total	5	12	16	20	26

8.2 Organizational Budget (Cont.)

Personnel Summary



- Senior Management
- Administrative Directors
- Client Coordinators
- In Home Care Staff
- Marketing Staff
- Administrative Staff

9.0 Financial Plan

9.1 Underlying Assumptions

The Company has based its proforma financial statements on the following:

- The Company anticipates that its growth rate will be 28% per year.
- The business will acquire \$100,000 (via an SBA line of credit).

9.2 Financial Highlights

- The Company's after-tax cash flow will be used to expand operations on a year-on-year basis.
- Austin Helpers can acquire additional capital as necessary to expand operations.
- The demand for non-medical in-home care services is increasing.

9.3 Sensitivity Analysis

Austin Helpers's revenues are almost fully immune from challenging economic climates. The demand among families in Austin to have their loved ones have ongoing care, in a non-medical capacity, is incredibly strong. The Company's will generate highly predictable income on a monthly basis by providing exceptional caregivers that tend to the daily needs of each client. Furthermore, the Company will maintain low operating costs (outside of personnel costs) which will allow for ongoing expansion on a yearly basis

9.4 Source of Funds

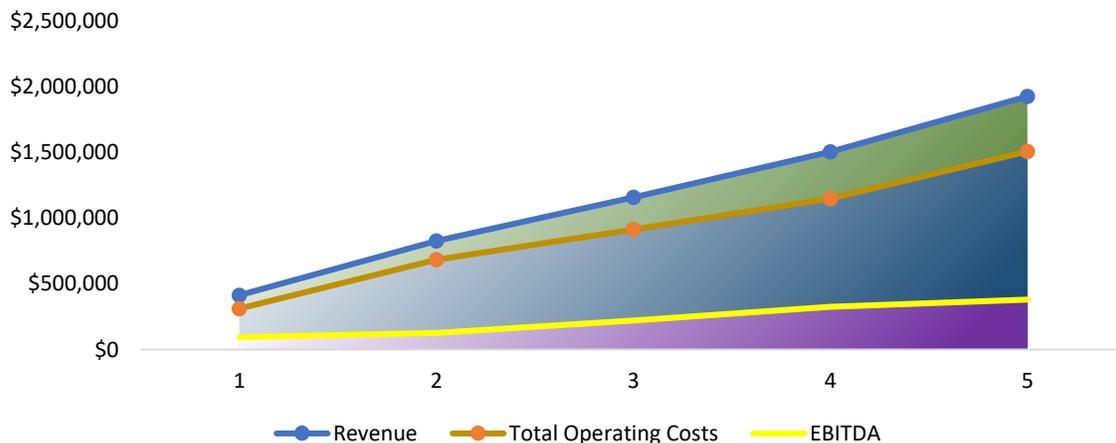
Financing	
Equity	
Equity Capitalization	\$15,000.00
Total Equity Financing	\$15,000.00
Banks and Lenders	
Revolving Credit Facility	\$100,000.00
Total Debt Financing	\$100,000.00
Total Financing	\$115,000.00

9.5 Financial Proformas

A) Profit and Loss Statement

Proforma Profit and Loss					
Year	1	2	3	4	5
Revenue	\$413,100	\$826,200	\$1,156,680	\$1,503,684	\$1,924,716
Cost of Revenue	\$8,262	\$16,524	\$23,134	\$30,074	\$38,494
Gross Margin	98.00%	98.00%	98.00%	98.00%	98.00%
Gross Profit	\$404,838	\$809,676	\$1,133,546	\$1,473,610	\$1,886,221
Expenses					
Payroll	\$244,000	\$559,805	\$750,587	\$944,116	\$1,247,627
General and Administrative	\$6,197	\$12,393	\$17,350	\$22,555	\$28,871
Business Development	\$4,131	\$8,262	\$11,567	\$15,037	\$19,247
Professional Fees and Licensure	\$3,500	\$3,780	\$4,082	\$4,409	\$4,762
Insurance	\$5,000	\$5,250	\$5,513	\$5,788	\$6,078
Marketing	\$14,459	\$28,917	\$40,484	\$52,629	\$67,365
Facility Costs	\$10,000	\$10,500	\$11,025	\$11,576	\$12,155
Travel Costs	\$5,370	\$10,741	\$15,037	\$19,548	\$25,021
Payroll Taxes	\$18,666	\$42,825	\$57,420	\$72,225	\$95,443
Total Operating Costs	\$311,322	\$682,473	\$913,064	\$1,147,883	\$1,506,568
EBITDA	\$93,516	\$127,203	\$220,482	\$325,727	\$379,653
Federal Income Tax	\$19,933	\$28,384	\$51,672	\$77,844	\$91,153
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$8,984	\$8,368	\$7,693	\$6,953	\$6,141
Depreciation Expenses	\$4,800	\$5,300	\$6,100	\$7,400	\$8,900
Net Profit	\$59,799	\$85,151	\$155,017	\$233,531	\$273,459
Profit Margin	14.48%	10.31%	13.40%	15.53%	14.21%

Revenue, Operating Costs, EBITDA



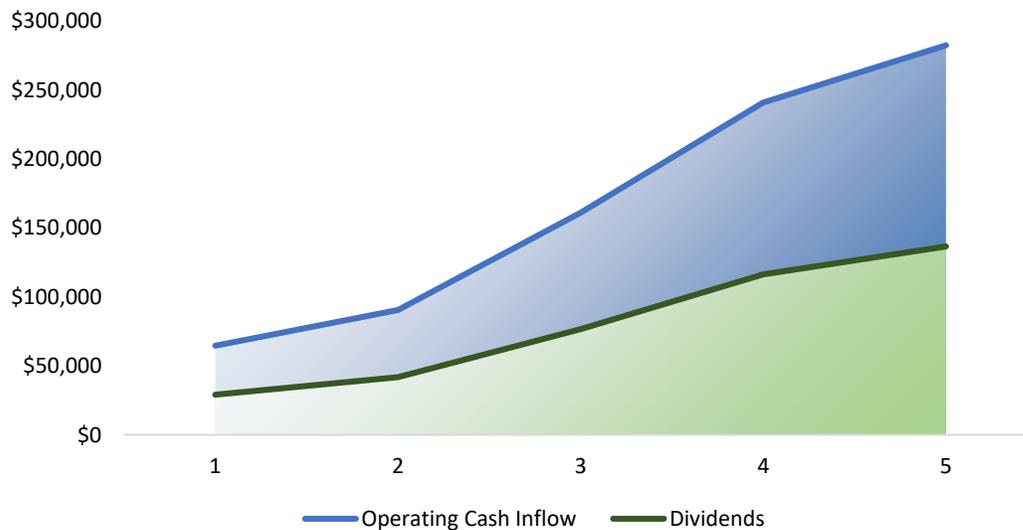
B) Common Size Income Statement

Profit and Loss (Common Size)					
Year	1	2	3	4	5
Revenue	100.00%	100.00%	100.00%	100.00%	100.00%
Cost of Revenue	2.00%	2.00%	2.00%	2.00%	2.00%
Gross Profit	98.00%	98.00%	98.00%	98.00%	98.00%
Expenses					
Payroll	59.07%	67.76%	64.89%	62.79%	64.82%
General and Administrative	1.50%	1.50%	1.50%	1.50%	1.50%
Business Development	1.00%	1.00%	1.00%	1.00%	1.00%
Professional Fees and Licensure	0.85%	0.46%	0.35%	0.29%	0.25%
Insurance	1.21%	0.64%	0.48%	0.38%	0.32%
Marketing	3.50%	3.50%	3.50%	3.50%	3.50%
Facility Costs	2.42%	1.27%	0.95%	0.77%	0.63%
Travel Costs	1.30%	1.30%	1.30%	1.30%	1.30%
Payroll Taxes	4.52%	5.18%	4.96%	4.80%	4.96%
Total Operating Costs	75.36%	82.60%	78.94%	76.34%	78.27%
EBITDA	22.64%	15.40%	19.06%	21.66%	19.73%
Federal Income Tax	4.83%	3.44%	4.47%	5.18%	4.74%
State Income Tax	0.00%	0.00%	0.00%	0.00%	0.00%
Interest Expense	2.17%	1.01%	0.67%	0.46%	0.32%
Depreciation Expenses	1.16%	0.64%	0.53%	0.49%	0.46%
Net Profit	14.48%	10.31%	13.40%	15.53%	14.21%

C) Cash Flow Analysis

Proforma Cash Flow Analysis - Yearly					
Year	1	2	3	4	5
Cash From Operations	\$64,599	\$90,451	\$161,117	\$240,931	\$282,359
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$64,599	\$90,451	\$161,117	\$240,931	\$282,359
Other Cash Inflows					
Equity Investment	\$15,000	\$0	\$0	\$0	\$0
Increased Borrowings	\$100,000	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$1,000	\$1,050	\$1,103	\$1,158	\$1,216
Total Other Cash Inflows	\$116,000	\$1,050	\$1,103	\$1,158	\$1,216
Total Cash Inflow	\$180,599	\$91,501	\$162,219	\$242,088	\$283,575
Cash Outflows					
Repayment of Principal	\$6,380	\$6,996	\$7,671	\$8,411	\$9,223
A/P Decreases	\$700	\$735	\$772	\$810	\$851
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$72,500	\$7,236	\$12,889	\$19,274	\$22,589
Dividends	\$29,109	\$41,728	\$76,723	\$116,260	\$136,568
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$108,689	\$56,695	\$98,055	\$144,756	\$169,231
Net Cash Flow	\$71,909	\$34,807	\$64,164	\$97,333	\$114,344
Cash Balance	\$71,909	\$106,716	\$170,881	\$268,213	\$382,557

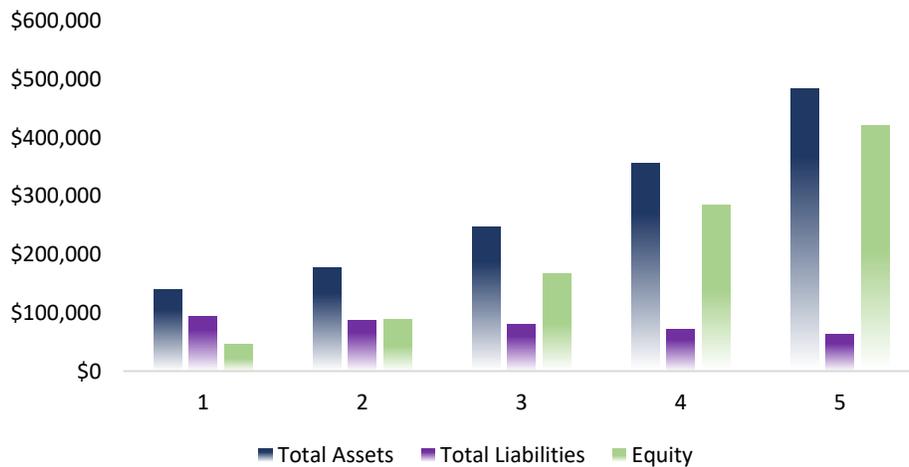
Cash Flow Analysis



D) Balance Sheet

Proforma Balance Sheet - Yearly					
Year	1	2	3	4	5
Assets					
Cash	\$71,909	\$106,716	\$170,881	\$268,213	\$382,557
Fixed Assets	\$72,500	\$79,736	\$92,625	\$111,900	\$134,489
Accumulated Depreciation	(\$4,800)	(\$10,100)	(\$16,200)	(\$23,600)	(\$32,500)
Total Assets	\$139,609	\$176,352	\$247,306	\$356,513	\$484,546
Liabilities and Equity					
Accounts Payable	\$300	\$615	\$946	\$1,293	\$1,658
Long Term Liabilities	\$93,620	\$86,624	\$78,953	\$70,542	\$61,319
Other Liabilities	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$93,920	\$87,239	\$79,899	\$71,835	\$62,976
Equity	\$45,689	\$89,113	\$167,407	\$284,678	\$421,569
Total Liabilities and Equity	\$139,609	\$176,352	\$247,306	\$356,513	\$484,546

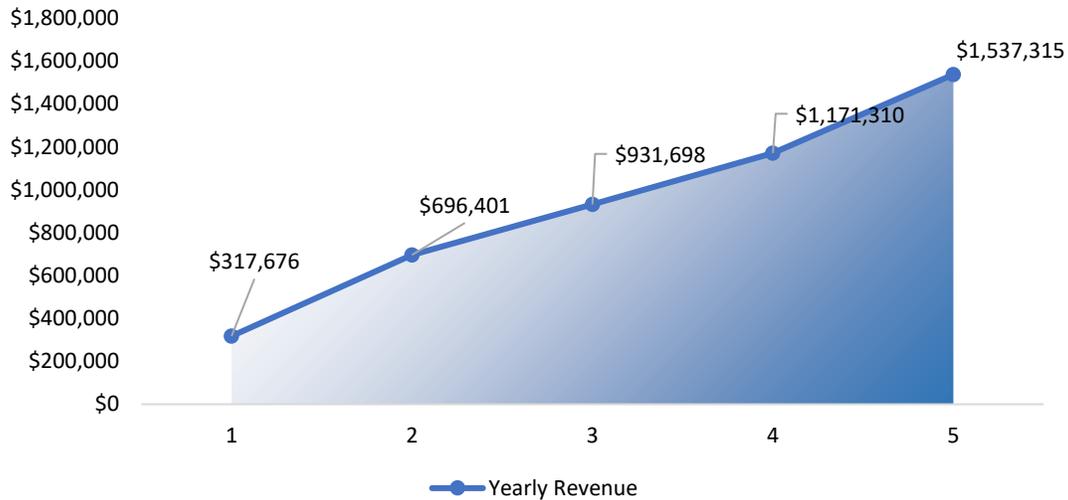
Balance Sheet



9.6 Breakeven Analysis

Break Even Analysis					
Year	1	2	3	4	5
Monthly Revenue	\$26,473	\$58,033	\$77,642	\$97,609	\$128,110
Yearly Revenue	\$317,676	\$696,401	\$931,698	\$1,171,310	\$1,537,315

Breakeven Analysis



9.7 Business Ratios

Business Ratios - Yearly					
Year	1	2	3	4	5
Revenue					
Sales Growth	0.0%	100.0%	40.0%	30.0%	28.0%
Gross Margin	98.0%	98.0%	98.0%	98.0%	98.0%
Financials					
Profit Margin	14.48%	10.31%	13.40%	15.53%	14.21%
Assets to Liabilities	1.49	2.02	3.10	4.96	7.69
Equity to Liabilities	0.49	1.02	2.10	3.96	6.69
Assets to Equity	3.06	1.98	1.48	1.25	1.15
Liquidity					
Acid Test	0.77	1.22	2.14	3.73	6.07
Cash to Assets	0.52	0.61	0.69	0.75	0.79

Appendix A - SWOT Analysis

Strengths

- The Company will generate substantial revenues from the wide range of non-medical care offered.
- Through reinvestment, the operations of the Company are highly scalable.
- Given the wealth of the Round Rock area, the Company will be able to thrive even during challenging economic climates.
- An experienced President/CEO (Matthew Deutsch) who will be able to bring the operations of Austin Helpers to substantial profitability in the coming years.
- Low operating costs will allow for substantial capital to be allocated towards expansion.
- Very strong demand for non-medical care services given that 20% of the Round Rock population is over the age of 65.

Weaknesses

- Severe economic recessions could impact operations (limited risk given the necessity of in-home care).
- Ongoing competition from established providers in the Round Rock and Austin market.

Opportunities

- Expansion of the Company's marketing campaigns to onboard a greater number of clients.
- Expansion of the number of satellite locations operated by Austin Helpers.

Threats

- Inflation could cause the operating costs of the Company to increase.
- Liabilities as of the result of an accident.

Appendix B – Risk Analysis

Development Risk – Low

The protocols that Austin Helpers will use to promote its non-medical agency operations in Austin have been developed over the past twelve months by Matthew Deutsch. At this time, Management is seeking to secure an SBA based line of credit to commence operations. Once this is completed, the Company will need to implement its wide-ranging marketing campaigns to onboard clients.

Financing Risk – Low/Moderate

A revolving credit facility of \$100,000 is required to establish Austin Helpers' operations. The risks related to this line of credit are abated given that the business will generate highly recurring revenue from its operations. The demand for non-medical in-home care will remain strong in any economic climate.

Marketing Risk – Low/Moderate

Foremost, the Company intends to conduct a substantial amount of direct outreach in order to onboard clients throughout the Austin area. This will be complemented through the use of multiple online driven marketing strategies that will create significant awareness for the business.

Management Risk – Low

The Company's Founder/CEO (Matthew Deutsch) has extensive experience with the development of non-medically focused in-home care agencies. He will be able to effectively expand the scope of the Company's operations once the initial development period is completed.

Valuation Risk – Minimal

The valuation risk is offset by:

- Immense demand within the Round Rock market for comprehensive non-medical home care.
- The operations of Austin Helpers are highly scalable.
- Moderate competition among companies that provide the same scope of services as Austin Helpers.

Exit Risk – Very Low

If it is financially prudent to do so, Austin Helpers would be sold to a third party for a substantial price to earnings multiple. In this event, a business broker would be hired to make the Company to an entrepreneur that is seeking to enter this industry or to a larger-firm seeking to expand via acquisition.

Appendix C - Reference Sources

All statistics and market information was obtained through:

1. Statista
2. IBISWorld

Appendix D – Expanded Profit and Loss Statements

Profit and Loss Statement (First Year)							
Months	1	2	3	4	5	6	7
Revenue	\$32,500	\$32,850	\$33,200	\$33,550	\$33,900	\$34,250	\$34,600
Cost of Revenue	\$650	\$657	\$664	\$671	\$678	\$685	\$692
Gross Profit	\$31,850	\$32,193	\$32,536	\$32,879	\$33,222	\$33,565	\$33,908
Expenses							
Payroll	\$20,333	\$20,333	\$20,333	\$20,333	\$20,333	\$20,333	\$20,333
General and Administrative	\$516	\$516	\$516	\$516	\$516	\$516	\$516
Business Development	\$344	\$344	\$344	\$344	\$344	\$344	\$344
Professional Fees and Licensure	\$292	\$292	\$292	\$292	\$292	\$292	\$292
Insurance	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Marketing	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205
Facility Costs	\$833	\$833	\$833	\$833	\$833	\$833	\$833
Travel Costs	\$448	\$448	\$448	\$448	\$448	\$448	\$448
Payroll Taxes	\$1,556	\$1,556	\$1,556	\$1,556	\$1,556	\$1,556	\$1,556
Total Operating Costs	\$25,944						
EBITDA	\$5,906	\$6,249	\$6,592	\$6,935	\$7,278	\$7,621	\$7,964
Federal Income Tax	\$1,568	\$1,585	\$1,602	\$1,619	\$1,636	\$1,653	\$1,670
State Income Tax	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$771	\$767	\$763	\$759	\$755	\$751	\$747
Depreciation Expenses	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Net Profit	\$3,167	\$3,497	\$3,828	\$4,158	\$4,488	\$4,818	\$5,148

Profit and Loss Statement (First Year Cont.)

Month	8	9	10	11	12	Year 1
Revenue	\$34,950	\$35,300	\$35,650	\$36,000	\$36,350	\$413,100
Cost of Revenue	\$699	\$706	\$713	\$720	\$727	\$8,262
Gross Profit	\$34,251	\$34,594	\$34,937	\$35,280	\$35,623	\$404,838
Expenses						
Payroll	\$20,333	\$20,333	\$20,333	\$20,333	\$20,333	\$244,000
General and Administrative	\$516	\$516	\$516	\$516	\$516	\$6,197
Business Development	\$344	\$344	\$344	\$344	\$344	\$4,131
Professional Fees and Licensure	\$292	\$292	\$292	\$292	\$292	\$3,500
Insurance	\$417	\$417	\$417	\$417	\$417	\$5,000
Marketing	\$1,205	\$1,205	\$1,205	\$1,205	\$1,205	\$14,459
Facility Costs	\$833	\$833	\$833	\$833	\$833	\$10,000
Travel Costs	\$448	\$448	\$448	\$448	\$448	\$5,370
Payroll Taxes	\$1,556	\$1,556	\$1,556	\$1,556	\$1,556	\$18,666
Total Operating Costs	\$25,944	\$25,944	\$25,944	\$25,944	\$25,944	\$311,322
EBITDA	\$8,307	\$8,650	\$8,993	\$9,336	\$9,679	\$93,516
Federal Income Tax	\$1,686	\$1,703	\$1,720	\$1,737	\$1,754	\$19,933
State Income Tax	\$0	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$743	\$739	\$734	\$730	\$726	\$8,984
Depreciation Expenses	\$400	\$400	\$400	\$400	\$400	\$4,800
Net Profit	\$5,478	\$5,809	\$6,139	\$6,469	\$6,800	\$59,799

Profit and Loss Statement (Second Year)					
Quarter	Year 2				
	Q1	Q2	Q3	Q4	Year 2
Revenue	\$200,354	\$204,485	\$208,616	\$212,747	\$826,200
Cost of Revenue	\$4,007	\$4,090	\$4,172	\$4,255	\$16,524
Gross Profit	\$196,346	\$200,395	\$204,443	\$208,492	\$809,676
Expenses					
Payroll	\$139,951	\$139,951	\$139,951	\$139,951	\$559,805
General and Administrative	\$3,098	\$3,098	\$3,098	\$3,098	\$12,393
Business Development	\$2,004	\$2,045	\$2,086	\$2,127	\$8,262
Professional Fees and Licensure	\$917	\$936	\$954	\$973	\$3,780
Insurance	\$1,313	\$1,313	\$1,313	\$1,313	\$5,250
Marketing	\$7,012	\$7,157	\$7,302	\$7,446	\$28,917
Facility Costs	\$2,625	\$2,625	\$2,625	\$2,625	\$10,500
Travel Costs	\$2,605	\$2,658	\$2,712	\$2,766	\$10,741
Payroll Taxes	\$10,385	\$10,599	\$10,813	\$11,027	\$42,825
Total Operating Costs	\$169,909	\$170,382	\$170,854	\$171,327	\$682,473
EBITDA	\$26,437	\$30,013	\$33,589	\$37,164	\$127,203
Federal Income Tax	\$6,883	\$7,025	\$7,167	\$7,309	\$28,384
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$2,152	\$2,113	\$2,072	\$2,031	\$8,368
Depreciation Expenses	\$1,325	\$1,325	\$1,325	\$1,325	\$5,300
Net Profit	\$16,077	\$19,550	\$23,024	\$26,499	\$85,151

Profit and Loss Statement (Third Year)					
Quarter	Year 3				
	Q1	Q2	Q3	Q4	Year 3
Revenue	\$280,495	\$286,278	\$292,062	\$297,845	\$1,156,680
Cost of Revenue	\$5,610	\$5,726	\$5,841	\$5,957	\$23,134
Gross Profit	\$274,885	\$280,553	\$286,220	\$291,888	\$1,133,546
Expenses					
Payroll	\$187,647	\$187,647	\$187,647	\$187,647	\$750,587
General and Administrative	\$4,207	\$4,294	\$4,381	\$4,468	\$17,350
Business Development	\$2,805	\$2,863	\$2,921	\$2,978	\$11,567
Professional Fees and Licensure	\$990	\$1,010	\$1,031	\$1,051	\$4,082
Insurance	\$1,378	\$1,378	\$1,378	\$1,378	\$5,513
Marketing	\$9,817	\$10,020	\$10,222	\$10,425	\$40,484
Facility Costs	\$2,756	\$2,756	\$2,756	\$2,756	\$11,025
Travel Costs	\$3,646	\$3,722	\$3,797	\$3,872	\$15,037
Payroll Taxes	\$14,355	\$14,355	\$14,355	\$14,355	\$57,420
Total Operating Costs	\$227,602	\$228,045	\$228,487	\$228,930	\$913,064
EBITDA	\$47,283	\$52,508	\$57,733	\$62,958	\$220,482
Federal Income Tax	\$12,531	\$12,789	\$13,047	\$13,306	\$51,672
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$1,989	\$1,946	\$1,902	\$1,856	\$7,693
Depreciation Expenses	\$1,525	\$1,525	\$1,525	\$1,525	\$6,100
Net Profit	\$31,238	\$36,248	\$41,259	\$46,271	\$155,017

Profit and Loss Statement (Fourth Year)					
Quarter	Year 4				
	Q1	Q2	Q3	Q4	Year 4
Revenue	\$364,643	\$372,162	\$379,680	\$387,199	\$1,503,684
Cost of Revenue	\$7,293	\$7,443	\$7,594	\$7,744	\$30,074
Gross Profit	\$357,351	\$364,719	\$372,087	\$379,455	\$1,473,610
Expenses					
Payroll	\$236,029	\$236,029	\$236,029	\$236,029	\$944,116
General and Administrative	\$5,470	\$5,582	\$5,695	\$5,808	\$22,555
Business Development	\$3,646	\$3,722	\$3,797	\$3,872	\$15,037
Professional Fees and Licensure	\$1,069	\$1,091	\$1,113	\$1,135	\$4,409
Insurance	\$1,447	\$1,447	\$1,447	\$1,447	\$5,788
Marketing	\$12,763	\$13,026	\$13,289	\$13,552	\$52,629
Facility Costs	\$2,894	\$2,894	\$2,894	\$2,894	\$11,576
Travel Costs	\$4,740	\$4,838	\$4,936	\$5,034	\$19,548
Payroll Taxes	\$18,056	\$18,056	\$18,056	\$18,056	\$72,225
Total Operating Costs	\$286,114	\$286,685	\$287,256	\$287,827	\$1,147,883
EBITDA	\$71,236	\$78,033	\$84,830	\$91,627	\$325,727
Federal Income Tax	\$18,877	\$19,266	\$19,656	\$20,045	\$77,844
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$1,810	\$1,763	\$1,714	\$1,665	\$6,953
Depreciation Expenses	\$1,850	\$1,850	\$1,850	\$1,850	\$7,400
Net Profit	\$48,699	\$55,154	\$61,610	\$68,068	\$233,531

Profit and Loss Statement (Fifth Year)					
Quarter	Year 5				
	Q1	Q2	Q3	Q4	Year 5
Revenue	\$466,744	\$476,367	\$485,991	\$495,614	\$1,924,716
Cost of Revenue	\$9,335	\$9,527	\$9,720	\$9,912	\$38,494
Gross Profit	\$457,409	\$466,840	\$476,271	\$485,702	\$1,886,221
Expenses					
Payroll	\$311,907	\$311,907	\$311,907	\$311,907	\$1,247,627
General and Administrative	\$7,001	\$7,146	\$7,290	\$7,434	\$28,871
Business Development	\$4,667	\$4,764	\$4,860	\$4,956	\$19,247
Professional Fees and Licensure	\$1,155	\$1,179	\$1,202	\$1,226	\$4,762
Insurance	\$1,519	\$1,519	\$1,519	\$1,519	\$6,078
Marketing	\$16,336	\$16,673	\$17,010	\$17,346	\$67,365
Facility Costs	\$3,039	\$3,039	\$3,039	\$3,039	\$12,155
Travel Costs	\$6,068	\$6,193	\$6,318	\$6,443	\$25,021
Payroll Taxes	\$23,861	\$23,861	\$23,861	\$23,861	\$95,443
Total Operating Costs	\$375,553	\$376,279	\$377,005	\$377,732	\$1,506,568
EBITDA	\$81,856	\$90,561	\$99,266	\$107,970	\$379,653
Federal Income Tax	\$22,105	\$22,560	\$23,016	\$23,472	\$91,153
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$1,614	\$1,562	\$1,509	\$1,455	\$6,141
Depreciation Expenses	\$2,225	\$2,225	\$2,225	\$2,225	\$8,900
Net Profit	\$55,912	\$64,213	\$72,515	\$80,819	\$273,459

Appendix E – Expanded Cash Flow Analysis

Cash Flow Analysis (First Year)								
Month	1	2	3	4	5	6	7	8
Cash From Operations	\$3,567	\$3,897	\$4,228	\$4,558	\$4,888	\$5,218	\$5,548	\$5,878
Cash From Receivables	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$3,567	\$3,897	\$4,228	\$4,558	\$4,888	\$5,218	\$5,548	\$5,878
Other Cash Inflows								
Equity Investment	\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83
Total Other Cash Inflows	\$115,083	\$83						
Total Cash Inflow	\$118,651	\$3,981	\$4,311	\$4,641	\$4,971	\$5,301	\$5,631	\$5,962
Cash Outflows								
Repayment of Principal	\$509	\$513	\$517	\$521	\$525	\$529	\$534	\$538
A/P Decreases	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58
A/R Increases	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$72,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$73,068	\$572	\$576	\$580	\$584	\$588	\$592	\$596
Net Cash Flow	\$45,583	\$3,409	\$3,735	\$4,061	\$4,387	\$4,714	\$5,040	\$5,366
Cash Balance	\$45,583	\$48,992	\$52,727	\$56,788	\$61,176	\$65,889	\$70,929	\$76,295

Cash Flow Analysis (First Year Cont.)

Month	9	10	11	12	Year 1
Cash From Operations	\$6,209	\$6,539	\$6,869	\$7,200	\$64,599
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$6,209	\$6,539	\$6,869	\$7,200	\$64,599
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$15,000
Increased Borrowings	\$0	\$0	\$0	\$0	\$100,000
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$83	\$83	\$83	\$83	\$1,000
Total Other Cash Inflows	\$83	\$83	\$83	\$83	\$116,000
Total Cash Inflow	\$6,292	\$6,622	\$6,953	\$7,283	\$180,599
Cash Outflows					
Repayment of Principal	\$542	\$546	\$550	\$554	\$6,380
A/P Decreases	\$58	\$58	\$58	\$58	\$700
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$0	\$0	\$0	\$0	\$72,500
Dividends	\$0	\$0	\$0	\$29,109	\$29,109
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$600	\$604	\$608	\$29,722	\$108,689
Net Cash Flow	\$5,692	\$6,018	\$6,344	-\$22,439	\$71,909
Cash Balance	\$81,987	\$88,005	\$94,349	\$71,909	\$71,909

Cash Flow Analysis (Second Year)

Quarter	Year 2				
	Q1	Q2	Q3	Q4	Year 2
Cash From Operations	\$17,402	\$20,875	\$24,349	\$27,824	\$90,451
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$17,402	\$20,875	\$24,349	\$27,824	\$90,451
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$255	\$260	\$265	\$270	\$1,050
Total Other Cash Inflows	\$255	\$260	\$265	\$270	\$1,050
Total Cash Inflow	\$17,657	\$21,135	\$24,615	\$28,095	\$91,501
Cash Outflows					
Repayment of Principal	\$1,689	\$1,728	\$1,769	\$1,810	\$6,996
A/P Decreases	\$178	\$182	\$186	\$189	\$735
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$3,618	\$3,618	\$0	\$0	\$7,236
Dividends	\$0	\$0	\$0	\$41,728	\$41,728
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$5,485	\$5,528	\$1,954	\$43,727	\$56,695
Net Cash Flow	\$12,171	\$15,607	\$22,660	-\$15,632	\$34,807
Cash Balance	\$84,081	\$99,688	\$122,348	\$106,716	\$106,716

Cash Flow Analysis (Third Year)

Quarter	Year 3				
	Q1	Q2	Q3	Q4	Year 3
Cash From Operations	\$32,763	\$37,773	\$42,784	\$47,796	\$161,117
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$32,763	\$37,773	\$42,784	\$47,796	\$161,117
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$267	\$273	\$278	\$284	\$1,103
Total Other Cash Inflows	\$267	\$273	\$278	\$284	\$1,103
Total Cash Inflow	\$33,031	\$38,046	\$43,063	\$48,080	\$162,219
Cash Outflows					
Repayment of Principal	\$1,852	\$1,895	\$1,939	\$1,985	\$7,671
A/P Decreases	\$187	\$191	\$195	\$199	\$772
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$3,222	\$3,222	\$3,222	\$3,222	\$12,889
Dividends	\$0	\$0	\$0	\$76,723	\$76,723
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$5,261	\$5,309	\$5,357	\$82,129	\$98,055
Net Cash Flow	\$27,769	\$32,738	\$37,706	-\$34,049	\$64,164
Cash Balance	\$134,485	\$167,223	\$204,929	\$170,881	\$170,881

Cash Flow Analysis (Fourth Year)

Quarter	Year 4				Year 4
	Q1	Q2	Q3	Q4	
Cash From Operations	\$50,549	\$57,004	\$63,460	\$69,918	\$240,931
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$50,549	\$57,004	\$63,460	\$69,918	\$240,931
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$281	\$287	\$292	\$298	\$1,158
Total Other Cash Inflows	\$281	\$287	\$292	\$298	\$1,158
Total Cash Inflow	\$50,829	\$57,290	\$63,753	\$70,216	\$242,088
Cash Outflows					
Repayment of Principal	\$2,031	\$2,078	\$2,127	\$2,176	\$8,411
A/P Decreases	\$197	\$201	\$205	\$209	\$810
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$4,819	\$4,819	\$4,819	\$4,819	\$19,274
Dividends	\$0	\$0	\$0	\$116,260	\$116,260
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$7,046	\$7,097	\$7,150	\$123,463	\$144,756
Net Cash Flow	\$43,784	\$50,193	\$56,603	-\$53,247	\$97,333
Cash Balance	\$214,664	\$264,857	\$321,460	\$268,213	\$268,213

Cash Flow Analysis (Fifth Year)

Quarter	Year 5				
	Q1	Q2	Q3	Q4	Year 5
Cash From Operations	\$58,137	\$66,438	\$74,740	\$83,044	\$282,359
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$58,137	\$66,438	\$74,740	\$83,044	\$282,359
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$295	\$301	\$307	\$313	\$1,216
Total Other Cash Inflows	\$295	\$301	\$307	\$313	\$1,216
Total Cash Inflow	\$58,432	\$66,739	\$75,047	\$83,357	\$283,575
Cash Outflows					
Repayment of Principal	\$2,227	\$2,279	\$2,332	\$2,386	\$9,223
A/P Decreases	\$206	\$211	\$215	\$219	\$851
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$5,647	\$5,647	\$5,647	\$5,647	\$22,589
Dividends	\$0	\$0	\$0	\$136,568	\$136,568
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$8,080	\$8,136	\$8,194	\$144,820	\$169,231
Net Cash Flow	\$50,352	\$58,603	\$66,853	-\$61,464	\$114,344
Cash Balance	\$318,565	\$377,167	\$444,021	\$382,557	\$382,557