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BBDCo

The Big Bright Demo Co

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All monetary figures exclude VAT unless stated.

average revenue per monthly subscription	25.00
average annual subscription revenue	240.00
average revenue per product unit sold	100.00
average prime gross margin on products sold	35%
gross customer support salaries as % of monthly subscriptions	30%
gross consultancy service salaries as % of consultancy revenue	50%
average product fulfilment cost per unit	1.50
average product delivery cost per unit	4.50
average payment provider cost % for subscription & product sales	2.0%
average provision for sales commission as % of all turnover	10%

The Big Bright Demo Co Illustrative Financials December 2018 - November 2023

Executive Financial Summary

	total sales	direct costs	overheads	interest & depn	net profit	cash balance		Prior Period	Year 1	Year 2	Year 3	Year 4	Year 5
								12 months (actuals)	Dec 18 - Nov 19	Dec 19 - Nov 20	Dec 20 - Nov 21	Dec 21 - Nov 22	Dec 22 - Nov 23
							published accounts	inc 3 months actuals					
Dec 18	23,550	10,758	19,188	614	(7,010)	(17,017)	Total Sales :	467,015	398,613	949,126	1,836,188	2,987,503	4,346,650
Jan 19	18,997	9,556	15,662	566	(6,787)	(14,481)	Total Direct Costs	234,986	207,513	496,418	928,700	1,472,037	2,102,737
Feb 19	24,865	13,450	16,227	481	(5,294)	(8,251)	Gross Profit :	232,029	191,100	452,708	907,488	1,515,466	2,243,913
Mar 19	26,206	13,136	45,172	1,124	(33,227)	(850)	<i>Gross Profit %</i>	50%	48%	48%	49%	51%	52%
Apr 19	27,100	13,729	52,219	1,251	(40,100)	56,145	Overheads :						
May 19	46,231	25,218	50,711	1,207	(30,905)	82,456	R&D / Product Development	0	100,000	12,000	12,000	12,000	12,000
Jun 19	30,778	15,913	48,843	1,580	(35,557)	53,275	Sales & Marketing	20,656	47,213	75,632	105,048	146,198	203,473
Jul 19	33,791	17,642	29,466	1,530	(14,847)	76,982	Personnel	138,087	143,502	207,189	219,287	236,140	259,596
Aug 19	36,437	19,110	29,798	1,480	(13,950)	65,684	Premises & Equipment	54,180	48,210	48,453	50,907	54,335	59,106
Sep 19	39,617	20,855	29,958	1,431	(12,627)	61,394	Administration	62,783	50,691	63,528	88,237	122,802	170,911
Oct 19	44,015	23,291	31,548	1,383	(12,206)	56,910	Professional	9,765	6,894	9,077	12,623	17,567	24,450
Nov 19	47,026	24,854	31,512	1,335	(10,674)	65,948	Financial	187	3,792	50	70	97	135
Dec 19	53,720	28,585	32,650	1,315	(8,830)	68,003	Total Overheads :	285,659	400,302	415,930	488,172	589,140	729,672
Jan 20	53,938	28,394	32,869	1,295	(8,620)	63,394	Earnings before Tax & Depn :	(53,630)	(209,202)	36,778	419,316	926,326	1,514,241
Feb 20	60,648	32,058	33,198	1,274	(5,882)	82,714	Total Depn & Amortisation	7,427	6,234	7,988	8,715	9,185	9,487
Mar 20	65,711	34,697	33,526	1,264	(3,777)	97,624	Net Interest (Received) / Paid	14,749	7,749	6,849	4,122	1,567	217
Apr 20	69,223	36,371	33,885	1,253	(2,286)	100,715	Net Profit (Pre-tax)	(75,805)	(223,185)	21,940	406,478	915,574	1,504,537
May 20	92,715	49,996	34,314	1,242	7,164	133,245	<i>Net Profit %</i>	(16%)	(56%)	2%	22%	31%	35%
Jun 20	78,088	40,714	34,828	1,230	1,316	172,811	Capital Expenditure	14,847	10,160	10,000	10,000	10,000	10,000
Jul 20	83,696	43,540	35,227	1,218	3,711	186,802	Summary Balance Sheet:						
Aug 20	88,827	46,045	35,659	1,206	5,917	229,460	Fixed Assets	14,847	18,773	20,784	22,069	22,883	23,396
Sep 20	94,471	48,825	36,110	1,193	8,342	271,532	Cash	3,716	65,948	345,961	1,269,382	3,009,611	5,478,681
Oct 20	101,385	52,336	36,584	1,180	11,285	285,039	Other Current Assets	141,683	15,719	13,333	91	(21,830)	(89,848)
Nov 20	106,703	54,857	37,079	1,167	13,600	345,961	Total Liabilities	(198,545)	(261,924)	(519,623)	(1,054,637)	(2,022,989)	(3,310,834)
Dec 20	115,999	59,732	37,586	1,153	17,528	404,287	Net Assets/(Liabilities)	(38,300)	(161,484)	(139,544)	236,904	987,675	2,101,396
Jan 21	118,106	60,265	38,091	1,139	18,611	426,643	Total Share Capital	103	75,103	75,103	75,103	75,103	75,103
Feb 21	127,286	65,009	38,617	1,125	22,535	504,857	Profit / (Loss) Reserves	(38,403)	(261,587)	(214,647)	191,831	1,077,376	2,417,109
Mar 21	134,590	68,601	39,159	1,110	25,721	580,518	Current Year CT inc R&D Credits	0	25,000	0	(30,030)	(164,803)	(270,817)
Apr 21	140,126	71,103	39,718	1,095	28,211	610,507	Dividends in the Year	0	0	0	0	0	(120,000)
May 21	167,577	86,725	40,292	1,080	39,480	708,048	Shareholders' Funds	(38,300)	(161,484)	(139,544)	236,904	987,675	2,101,396
Jun 21	153,037	77,126	40,881	1,064	33,966	815,763							
Jul 21	160,694	80,818	41,485	1,048	37,344	859,725							
Aug 21	167,768	84,133	42,108	1,031	40,496	972,924							
Sep 21	175,349	87,727	42,748	1,015	43,860	1,087,546							
Oct 21	184,271	92,100	43,406	998	47,768	1,132,336							
Nov 21	191,383	95,363	44,082	980	50,959	1,269,382							

December 2018 - November 2019 : Year 1

Profit & Loss	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Year 1
	actuals	actuals	actuals										Dec 18 - Nov 19
Sales													
Monthly Subscriptions	18,496	18,412	18,550	19,204	20,069	21,168	22,495	24,045	25,814	27,798	29,992	32,392	278,433
Annual Subscriptions	120	180	200	280	380	500	640	800	980	1,176	1,388	1,616	8,260
Product Sales	1,434	405	3,915	4,000	5,000	6,000	7,000	8,000	9,000	10,000	11,000	12,000	77,753
Consultancy	3,500	0	2,200	2,722	1,651	18,563	644	946	644	644	1,636	1,019	34,166
Total Sales	23,550	18,997	24,865	26,206	27,100	46,231	30,778	33,791	36,437	39,617	44,015	47,026	398,613
Cost of Goods Sold													
Cost of Goods Sold	909	293	2,501	2,600	3,250	3,900	4,550	5,200	5,850	6,500	7,150	7,800	50,503
Total Cost of Goods Sold :	909	293	2,501	2,600	3,250	3,900	4,550	5,200	5,850	6,500	7,150	7,800	50,503
<i>'Prime' Gross Margin on product sales</i>	37%	28%	36%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
Direct Costs													
Customer Support Salaries	5,585	5,585	7,265	5,845	6,135	6,500	6,940	7,453	8,038	8,692	9,414	10,202	87,656
Consultancy Services Salaries	1,528	1,528	1,528	1,361	825	9,281	322	473	322	322	818	509	18,817
Product Fulfillment	38	14	72	60	75	90	105	120	135	150	165	180	1,204
Product Delivery Costs	103	12	158	180	225	270	315	360	405	450	495	540	3,513
Payment Provider Costs	28	15	92	470	509	553	603	657	716	779	848	920	6,190
Sales Commissions	2,567	2,109	1,834	2,621	2,710	4,623	3,078	3,379	3,644	3,962	4,402	4,703	39,630
Total Direct Costs :	9,849	9,263	10,949	10,536	10,479	21,318	11,363	12,442	13,260	14,355	16,141	17,054	157,010
Gross Profit :	12,792	9,441	11,414	13,069	13,371	21,012	14,866	16,148	17,328	18,762	20,724	22,172	191,100
<i>Gross Profit Margin</i>	54%	50%	46%	50%	49%	45%	48%	48%	48%	47%	47%	47%	48%
Overheads													
Total R&D / Product Development	0	0	0	25,000	25,000	25,000	20,000	1,000	1,000	1,000	1,000	1,000	100,000
Total Sales & Marketing	713	733	766	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	47,213
Total Personnel	8,822	6,370	6,691	6,295	9,616	11,919	15,108	14,884	15,030	15,190	16,798	16,779	143,502
Total Premises & Equipment	4,047	4,868	3,843	3,984	3,974	3,934	3,925	3,905	3,927	3,942	3,934	3,928	48,210
Total Administration	5,046	3,372	4,396	4,292	4,227	4,153	4,248	4,115	4,238	4,212	4,199	4,194	50,691
Total Professional	561	309	527	598	651	703	558	558	599	611	613	607	6,894
Total Financial	(0)	10	4	2	3,752	3	4	4	3	3	3	3	3,792
Total Overheads (excl Depn & Interest)	19,188	15,662	16,227	45,172	52,219	50,711	48,843	29,466	29,798	29,958	31,548	31,512	400,302
Earnings Before Interest Tax & Depn	(6,396)	(6,221)	(4,813)	(32,102)	(38,848)	(29,698)	(33,977)	(13,317)	(12,470)	(11,196)	(10,823)	(9,340)	(209,202)
Total Depreciation :	0	0	0	637	783	758	733	709	686	664	643	622	6,234
Total Interest Charges (Net of Interest Earned) :	614	566	481	487	469	450	847	821	794	767	740	713	7,749
Net Profit :	(7,010)	(6,787)	(5,294)	(33,227)	(40,100)	(30,905)	(35,557)	(14,847)	(13,950)	(12,627)	(12,206)	(10,674)	(223,185)

Forecast v Actuals Comparison: Last 3 Months

Profit & Loss	Dec 18			Jan 19			Feb 19			Total Last 3 months			
	forecast	actuals	variance	forecast	actuals	variance	forecast	actuals	variance	forecast	actuals	variance	%
Sales													
Monthly Subscriptions	18,478	18,496	18	18,608	18,412	(196)	18,986	18,550	(436)	56,073	55,458	(615)	(1%)
Annual Subscriptions	140	120	(20)	180	180	0	240	200	(40)	560	500	(60)	(11%)
Product Sales	956	1,434	478	2,024	405	(1,619)	2,553	3,915	1,362	5,533	5,753	220	4%
Consultancy	1,407	3,500	2,093	2,063	0	(2,063)	991	2,200	1,209	4,461	5,700	1,239	28%
Total Sales	20,981	23,550	2,569	22,876	18,997	(3,879)	22,770	24,865	2,095	66,627	67,411	785	1%
Cost of Goods Sold													
Cost of Goods Sold	621	909	288	1,316	293	(1,023)	1,659	2,501	842	3,596	3,703	107	3%
Total Cost of Goods Sold :	621	909	288	1,316	293	(1,023)	1,659	2,501	842	3,596	3,703	107	3%
<i>'Prime' Gross Margin on product sales</i>													
Direct Costs													
Customer Support Salaries	5,585	5,585	(0)	5,637	5,585	(52)	5,768	7,265	1,497	16,990	18,435	1,445	9%
Consultancy Services Salaries	704	1,528	824	1,032	1,528	496	495	1,528	1,033	2,231	4,584	2,353	106%
Product Fulfilment	15	38	23	30	14	(16)	45	72	27	90	124	34	38%
Product Delivery Costs	45	103	58	90	12	(78)	135	158	23	270	273	3	1%
Payment Provider Costs	470	28	(442)	499	15	(484)	523	92	(431)	1,492	135	(1,357)	(91%)
Sales Commissions	2,098	2,567	469	2,288	2,109	(179)	2,277	1,834	(443)	6,663	6,510	(153)	(2%)
Total Direct Costs :	8,917	9,849	932	9,575	9,263	(312)	9,243	10,949	1,706	27,735	30,061	2,326	8%
Gross Profit :	11,443	12,792	1,349	11,985	9,441	(2,544)	11,868	11,414	(453)	35,295	33,647	(1,648)	(5%)
<i>Gross Profit Margin</i>	<i>55%</i>	<i>54%</i>	<i>(0%)</i>	<i>52%</i>	<i>50%</i>	<i>(3%)</i>	<i>52%</i>	<i>46%</i>	<i>(6%)</i>	<i>159%</i>	<i>150%</i>	<i>(9%)</i>	<i>(6%)</i>
Overheads													
Total R&D / Product Development	0	0	0	0	0	0	20,000	0	(20,000)	20,000	0	(20,000)	(100%)
Total Sales & Marketing	5,004	713	(4,291)	5,003	733	(4,269)	5,001	766	(4,235)	15,008	2,213	(12,795)	(85%)
Total Personnel	5,783	8,822	3,038	5,882	6,370	488	6,043	6,691	648	17,708	21,882	4,174	24%
Total Premises & Equipment	4,029	4,047	18	3,985	4,868	883	4,036	3,843	(193)	12,050	12,758	707	6%
Total Administration	4,648	5,046	398	4,280	3,372	(908)	4,544	4,396	(148)	13,472	12,814	(658)	(5%)
Total Professional	581	561	(20)	570	309	(261)	610	527	(83)	1,761	1,397	(365)	(21%)
Total Financial	8	(0)	(8)	9	10	1	3	4	2	20	14	(5)	(28%)
Total Overheads (excl Depn & Interest)	20,053	19,188	(865)	19,729	15,662	(4,067)	40,237	16,227	(24,010)	80,020	51,077	(28,942)	(36%)
Earnings Before Interest Tax & Depn	(8,610)	(6,396)	2,214	(7,745)	(6,221)	1,523	(28,369)	(4,813)	23,557	(44,724)	(17,430)	27,294	(61%)
Total Depreciation :	465	0	(465)	450	0	(450)	1,061	0	(1,061)	1,975	0	(1,975)	(100%)
Total Interest Charges (Net of Interest Earned) :	543	614	71	524	566	41	506	481	(25)	1,573	1,660	87	6%
Net Profit :	(9,618)	(7,010)	2,608	(8,719)	(6,787)	1,932	(29,936)	(5,294)	24,642	(48,272)	(19,090)	29,182	(60%)

December 2018 - November 2019 : Year 1

Cash Flow	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Year 1 Dec 18 - Nov 19
	<i>actuals</i>	<i>actuals</i>	<i>actuals</i>										
Opening Balance :				(8,251)	(850)	56,145	82,456	53,275	76,982	65,684	61,394	56,910	0
Receipts :													
Equity Investment				0	75,000	0	0	0	0	0	0	0	75,000
Bank Loans				0	0	50,000	0	0	0	0	0	0	50,000
Directors' & Other Loans				40,000	0	0	0	0	0	0	0	0	40,000
Opening Debtors				64,488	51,590	12,898	0	0	0	0	0	0	128,975
Projected Sales Receipts				24,196	31,957	35,753	48,338	51,081	44,122	48,221	52,391	57,585	393,645
Vat Refunds				0	0	0	3,963	0	0	0	0	0	3,963
R & D Tax Credits				0	0	0	0	25,000	0	0	0	0	25,000
Bank Interest Received				0	0	0	0	0	0	0	0	0	0
Total Receipts :				128,684	158,547	98,651	52,301	76,081	44,122	48,221	52,391	57,585	716,583
Payments :													
Opening Creditors				47,489	0	0	0	0	0	0	0	0	47,489
Stock Purchases				0	5,850	3,900	4,550	5,200	5,850	6,500	7,150	7,800	46,800
Direct Costs (Excl Direct Wages)				0	758	869	3,606	3,817	5,856	4,442	4,879	5,283	29,509
Total R&D / Product Development				30,000	30,000	30,000	24,000	1,200	1,200	1,200	1,200	1,200	120,000
Total Sales & Marketing				6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	54,000
Total Personnel-Related				1,378	1,312	1,474	1,408	1,139	1,229	1,323	1,314	1,315	11,891
Total Premises & Equipment				9,205	1,503	1,455	9,134	1,420	1,447	9,153	1,456	1,448	36,220
Total Administration				4,988	4,962	4,872	4,995	4,831	4,974	4,937	4,929	4,923	44,411
Total Professional				717	781	843	670	669	719	733	736	728	6,595
Total Financial				2	4,502	3	4	4	3	3	3	3	4,528
Capital Expenditure				6,000	6,000	0	0	0	0	0	0	0	12,000
Net Wages & Salaries				3,587	5,948	7,464	9,737	9,740	9,788	9,845	10,975	10,962	78,045
PAYE Deductions				9,005	1,537	2,549	3,199	4,173	4,174	4,195	4,219	4,704	37,755
VAT Payments :				0	29,486	0	0	0	0	0	9,835	0	39,321
Corporation Tax				0	0	0	0	0	0	0	0	0	0
Overdraft Interest				0	0	0	0	0	0	0	0	0	0
Repayments to Bank Loans				2,912	2,912	2,912	4,180	4,180	4,180	4,180	4,180	4,180	33,820
Repayments to Directors' & Other Loans				0	0	10,000	10,000	10,000	10,000	0	0	0	40,000
Dividend Payments				0	0	0	0	0	0	0	0	0	0
Total Payments :				121,283	101,552	72,340	81,482	52,374	55,421	52,511	56,875	48,546	642,384
Closing Balance	(17,017)	(14,481)	(8,251)	(850)	56,145	82,456	53,275	76,982	65,684	61,394	56,910	65,948	65,948

December 2018 - November 2019 : Year 1

Balance Sheet	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Year End
	actuals	actuals	actuals										Nov 20
Fixed Assets (Net Book Value) :													
Intangibles (Goodwill, IP etc) Net Book Value	0	0	0	0	0	0	0	0	0	0	0	0	0
Office Equipment Net Book Value	9,870	9,976	9,976	14,477	18,828	18,200	17,594	17,007	16,440	15,892	15,362	14,850	14,850
Office Furniture & Fittings Net Book Value	3,627	3,627	3,627	3,536	3,448	3,362	3,277	3,196	3,116	3,038	2,962	2,888	2,888
Computer Software Net Book Value	1,403	1,403	1,403	1,357	1,311	1,268	1,225	1,185	1,145	1,107	1,070	1,034	1,034
Motor Vehicles Net Book Value	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Fixed Assets (NBV) :	14,900	15,006	15,006	19,370	23,587	22,829	22,096	21,387	20,701	20,037	19,394	18,773	18,773
Current Assets :													
Cash & Bank Accounts	0	0	0	0	56,145	82,456	53,275	76,982	65,684	61,394	56,910	65,948	65,948
Trade Debtors	125,046	132,617	128,975	72,554	22,512	30,466	20,310	11,121	12,140	13,158	15,549	16,604	16,604
Deferred Income	0	0	0	(680)	(1,500)	(2,440)	(3,480)	(4,600)	(5,780)	(7,196)	(8,832)	(10,672)	(10,672)
Total Current Stock	0	0	0	3,250	3,900	4,550	5,200	5,850	6,500	7,150	7,800	8,450	8,450
Rent Deposits & Prepayments	0	0	0	5,126	2,563	0	5,126	2,563	0	5,126	2,563	0	0
Vat Debtor	0	0	0	0	6,164	3,963	0	0	0	0	0	0	0
Directors' & Other Loans	1,337	1,337	1,337	1,337	1,337	1,337	1,337	1,337	1,337	1,337	1,337	1,337	1,337
Total Current Assets :	126,383	133,953	130,312	81,587	91,121	120,331	81,767	93,253	79,880	80,969	75,326	81,667	81,667
Current Liabilities :													
Cash & Bank Accounts (Overdrawn)	17,017	14,481	8,251	850	0	0	0	0	0	0	0	0	0
Trade Creditors	11,213	32,543	47,489	16,434	24,266	45,437	53,928	63,299	71,461	82,144	94,189	106,754	106,754
Net Wages Owed	5	10	15	15	15	15	15	15	15	15	15	15	15
Paye Liability Total :	9,026	8,736	9,005	1,537	2,549	3,199	4,173	4,174	4,195	4,219	4,704	4,698	4,698
Vat Liability Total :	16,309	24,278	29,486	26,699	0	0	129	4,740	9,835	15,592	12,424	19,726	19,726
Corporation Tax Liability Total :	3,456	3,452	3,452	3,452	3,452	(21,548)	(21,548)	3,452	3,452	3,452	3,452	3,452	3,452
Bank Loans Current Element	59,750	57,395	54,893	28,224	26,770	36,948	35,574	34,191	32,800	31,401	29,993	28,576	28,576
Directors' & Other Loans Current Element	69,816	60,161	50,118	40,000	40,000	30,000	20,000	10,000	0	0	0	0	0
Total Current Liabilities :	186,592	201,056	202,708	117,211	97,053	94,051	92,271	119,872	121,758	136,823	144,776	163,221	163,221
Current Assets Less Current Liabilities :	(60,209)	(67,103)	(72,396)	(35,624)	(5,932)	26,280	(10,503)	(26,618)	(41,877)	(55,854)	(69,450)	(81,554)	(81,554)
Total Long Term Loan Liabilities	0	0	0	74,362	73,371	110,731	108,772	106,795	104,800	102,786	100,754	98,703	98,703
Net Assets/(Liabilities)	(45,309)	(52,096)	(57,390)	(90,616)	(55,716)	(61,621)	(97,179)	(112,026)	(125,976)	(138,604)	(150,810)	(161,484)	(161,484)
Reserves :													
Total Share Capital	103	103	103	103	75,103	75,103	75,103	75,103	75,103	75,103	75,103	75,103	75,103
Brought-Forward Reserves	(38,403)	(38,403)	(38,403)	(38,403)	(38,403)	(38,403)	(38,403)	(38,403)	(38,403)	(38,403)	(38,403)	(38,403)	(38,403)
Current Year Profit/(Loss)	(7,010)	(13,797)	(19,090)	(52,317)	(92,417)	(123,322)	(158,879)	(173,726)	(187,677)	(200,304)	(212,510)	(223,185)	(223,185)
Current Year Corporation Tax Provision	0	0	0	0	0	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
Dividends in the Year	0	0	0	0	0	0	0	0	0	0	0	0	0
	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)
Shareholders' Funds	(45,309)	(52,096)	(57,390)	(90,616)	(55,716)	(61,621)	(97,179)	(112,026)	(125,976)	(138,604)	(150,810)	(161,484)	(161,484)

December 2018 - November 2019 : Year 1

Sales Revenue Model	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Year 1 Dec 18 - Nov 19
	actuals	actuals	actuals										
Monthly Subscriptions													
opening active monthly subscribers	744	740	737	743	768	803	847	900	962	1,033	1,112	1,200	744
new monthly subscribers	7	24	35	40	50	60	70	80	90	100	110	120	786
monthly churn rate	1.5%	3.6%	3.9%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	
subscriber churn in month (subscribers lost)	(11)	(27)	(29)	(15)	(15)	(16)	(17)	(18)	(19)	(21)	(22)	(24)	(234)
closing active monthly subscribers	740	737	743	768	803	847	900	962	1,033	1,112	1,200	1,296	1,296
average revenue per monthly subscription	24.99	24.98	24.97	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	
Total Revenue for Monthly Subscriptions	18,496.00	18,412.00	18,550.00	19,203.50	20,069.43	21,168.04	22,494.68	24,044.79	25,813.89	27,797.61	29,991.66	32,391.83	278,433.43
Annual Subscriptions													
churn rate on renewal	0%	0%	0%	20%	20%	20%	20%	20%	20%	20%	20%	20%	
opening active annual subscribers	6	6	9	10	14	19	25	32	40	49	59	69	6
new annual subscribers	0	3	1	4	5	6	7	8	9	10	11	12	76
expiries	0	0	0	0	0	0	0	0	0	(1)	(2)	(3)	(6)
renewals	0	0	0	0	0	0	0	0	0	1	2	2	5
expiries	0	0	0										0
renewals	0	0	0										0
expiries	0	0	0										0
renewals	0	0	0										0
expiries	0	0	0										0
renewals	0	0	0										0
closing active annual subscribers	6	9	10	14	19	25	32	40	49	59	69	81	81
average monthly revenue per annual subscriber	0.00	0.00	0.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	
new subscription revenue in month added to deferr	0.00	0.00	0.00	960.00	1,200.00	1,440.00	1,680.00	1,920.00	2,160.00	2,592.00	3,024.00	3,456.00	18,432.00
monthly subscription equivalent written back to P&L	120.00	180.00	200.00	280.00	380.00	500.00	640.00	800.00	980.00	1,176.00	1,388.00	1,616.00	8,260.00
closing deferred income balance	0.00	0.00	0.00	680.00	1,500.00	2,440.00	3,480.00	4,600.00	5,780.00	7,196.00	8,832.00	10,672.00	10,672.00
cash flow receipts in month (inc vat)	0.00	0.00	0.00	1,152.00	1,440.00	1,728.00	2,016.00	2,304.00	2,592.00	3,110.40	3,628.80	4,147.20	22,118.40
Total Revenue for Annual Subscriptions	120.00	180.00	200.00	280.00	380.00	500.00	640.00	800.00	980.00	1,176.00	1,388.00	1,616.00	8,260.00
Product Sales													
product sales (units)	15	4	46	40	50	60	70	80	90	100	110	120	785
average revenue per product unit sold	95.60	101.20	85.10	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	99.05
Total Revenue for Product Sales	1,434.00	404.80	3,914.60	4,000.00	5,000.00	6,000.00	7,000.00	8,000.00	9,000.00	10,000.00	11,000.00	12,000.00	77,753.40
Consultancy													
consultancy sales (£)	3,500.00	0.00	2,200.00	2,722.03	1,650.94	18,562.50	643.50	946.00	643.50	643.50	1,635.70	1,018.64	34,166.31
Total Revenue for Consultancy	3,500.00	0.00	2,200.00	2,722.03	1,650.94	18,562.50	643.50	946.00	643.50	643.50	1,635.70	1,018.64	34,166.31
Total All Revenue	0.00	0.00	0.00	26,205.53	27,100.37	46,230.54	30,778.18	33,790.79	36,437.39	39,617.11	44,015.36	47,026.47	331,201.74