

Startup Expenses and Schedule

START-UP SCHEDULE AND ESTIMATED CASH REQUIREMENTS

(Monthly cash requirements shown at beginning of month)

		2XXX							
		Jan	Feb	Mar	Apr	May	June	July	Aug
Expenses	Finalize business plan								
	Business License and incorporation fees		\$ 2,000						
	Professional Fees (Business plan/legal, accounting)		\$ 15,000						
	Setup business bank accounts		\$ 100						
	Select site w/ broker								
	Establish teaming agreements								
	Travel/obtain inventory/stock						\$ 10,000	\$ 75,000	\$ 90,000
	Coordinate contractor, electrician, phone/cable/computers						\$ -	\$ -	\$ -
	Sign building lease (security deposit-lease pmts begin August)							\$ 5,733	\$ 3,767
	Obtain insurance							\$ 225	\$ 225
	Arrange architect, interior designer, space planner							\$ 1,000	\$ 3,500
	Design and develop sign/logo							\$ 2,500	\$ 2,500
	Travel		\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
	Determine/obtain all building licenses and permits								
	Utilities (including deposits)							\$ 2,200	\$ 245
	Security system							\$ 4,755	\$ 45
	Perform leasehold improvements								
	Carpet							\$ 4,000	\$ 4,000
	Lighting							\$ 2,000	\$ 2,000
	Counters							\$ 6,000	\$ 17,710
	Room dividers							\$ 3,000	\$ 3,500
	Electrical hookups							\$ 1,000	\$ 1,500
	Ceiling/beams							\$ 1,000	\$ 2,000
	Telephone/sound/cable/computer hookups							\$ 1,000	\$ 1,500
	Wall treatments							\$ 1,000	\$ 1,000
	Misc. interior							\$ 2,000	\$ 3,000
	Three phones							\$ 200	\$ 300
Fax							\$ 200	\$ 300	
PC/programs/cash registers/POP terminals							\$ 2,000	\$ 3,500	
Printer							\$ 200	\$ 300	
Install furniture and fixtures							\$ 6,000	\$ 15,000	
Framing									
Equipment							\$ 7,755	\$ 10,000	
Supplies							\$ 2,000	\$ 3,000	
Complete stationary/cards/invoices									
Advertise (See Marketing section for details)									
Press releases									
Newspaper								\$ 6,454	
Radio								\$ 2,100	
Magazine								\$ 2,510	
Direct mail								\$ 28,600	
Web site								\$ 2,000	
Misc./art work								\$ 2,336	
Grand Opening/reception								\$ 6,000	
Salary & benefits							\$ 7,270	\$ 21,420	
Miscellaneous		\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 2,000	\$ 2,000
Contingency		\$ -	\$ 1,000	\$ 2,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 7,000	\$ 8,000
Working capital		\$ -	\$ 550	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 10,000	\$ 15,000
	Total costs beginning each month	\$ -	\$ (20,650)	\$ (9,000)	\$ (12,000)	\$ (12,000)	\$ (22,000)	\$ (158,038)	\$ (266,312)
	Cumulative costs	\$ -	\$ (20,650)	\$ (29,650)	\$ (41,650)	\$ (53,650)	\$ (75,650)	\$ (233,688)	\$ (500,000)

Funding Receive Funding

Balance

Use of Proceeds

USE OF PROCEEDS	
Funding Proceeds	\$ 500,000
Inventory	\$ 175,000
Lease	9,500
Building Prep	131,710
Pre-opening Advertising	50,000
Professional Fees	15,000
Pre-opening Salaries and Misc	31,240
Reserves	87,550
Total Use of Proceeds	\$ 500,000