Hook Hand
Where Tales Are Born

Projected Cash Flows First Five Years

Year	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Opening Cash Balance	**$ -**	**$ 1,700,685**	**$ 980,869**	**$ 798,284**	**$ 2,632,948**
Investment	$ 2,150,000	$ -	$ -		
Online Revenue	$ 1,801,123	$ 2,425,046	$ 3,488,899	$ 6,265,562	$ 11,252,049
Off / On Premise Revenue	$ 438,322	$ 835,153	$ 2,071,620	$ 5,309,194	$ 8,869,864
OC Membership	$ 91,142	$ 240,349	$ 874,383	$ 2,885,310	$ 3,582,000
COGS / Production	$ (1,368,983)	$ (1,901,365)	$ (2,663,578)	$ (4,566,134)	$ (8,371,246)
Distribution	$ (337,427)	$ (414,877)	$ (630,082)	$ (1,114,544)	$ (1,771,953)
Staffing	$ (424,806)	$ (898,174)	$ (1,844,960)	$ (3,335,133)	$ (3,681,527)
Operations	$ (71,280)	$ (247,680)	$ (331,508)	$ (523,508)	$ (635,129)
Marketing	$ (949,363)	$ (1,540,778)	$ (2,167,068)	$ (3,086,000)	$ (5,702,384)
Other	$ (8,700)	$ (30,000)	$ (59,000)	$ (91,400)	$ (166,600)
Net Income/Mirrors Cash Flow	**$ (829,972)**	**$ (1,532,326)**	**$ (1,261,294)**	**$ 1,743,346**	**$ 3,375,074**
Profit	**-156.76%**	**-142.48%**	**-42.81%**	**21.27%**	**27.10%**
Capital Expenditure Estimates	$ (10,000)	$ (40,000)	$ (80,000)	$ (500,000)	$ (800,000)
Working Capital Summary					
Inventory	$ 390,657	$ 852,510	$ 1,158,709	$ 591,318	$ 386,468
Change in AR	$ -	$ -	$ -	$ -	
Change in AP	$ -	$ -	$ -	$ -	
Ending Cash	**$ 1,700,685**	**$ 980,869**	**$ 798,284**	**$ 2,632,948**	**$ 5,594,490**