

Income Statement					
Date:					
	2026	2026	2027	2028	2029
Revenues					
Sales Revenue	\$63,250	\$276,000	\$645,500	\$1,263,000	\$1,910,000
Other Revenue	\$0	\$0	\$0	\$0	\$0
(Sales Returns & Allowances)	\$0	\$0	\$0	\$0	\$0
TOTAL NET SALES REVENUES	\$63,250	\$276,000	\$645,500	\$1,263,000	\$1,910,000
Cost of Goods Sold					
Production/Employee Salaries	\$11,850	\$32,588	\$237,131	\$401,855	\$508,989
Contractor Payments	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800
Depreciation, production equip	\$6,750	\$6,750	\$6,750	\$6,750	\$6,750
Software Licenses	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
TOTAL COGS	\$25,400	\$46,138	\$250,681	\$415,405	\$522,549
GROSS PROFIT	\$37,850	\$229,863	\$394,819	\$847,595	\$1,387,451
Operating Expenses					
SELLING EXPENSES	\$0	\$0	\$0	\$0	\$0
Sales & Marketing Salaries	\$8,888	\$17,775	\$68,881	\$145,542	\$267,482
Advertising Expense	\$1,500	\$7,500	\$30,000	\$75,000	\$130,000
Distribution Costs	\$5,000	\$8,000	\$15,000	\$25,000	\$40,000
Depreciation, sales equip	\$3,000	\$6,000	\$9,000	\$12,000	\$15,000
ADMINISTRATIVE EXPENSES					
General & Administrative Salaries	\$8,888	\$17,775	\$48,881	\$190,542	\$268,982
Web Hosting Expense	\$3,000	\$4,500	\$7,000	\$12,000	\$16,000
Software Expenses	\$1,000	\$1,500	\$3,000	\$4,500	\$7,000
Employee Insurance & Benefits Expense	\$178	\$400	\$2,249	\$4,428	\$6,279
Rent/Leases (or Subsidies if WFH)	\$2,000	\$3,000	\$4,500	\$7,000	\$12,000
Telephone	\$60	\$120	\$200	\$300	\$400
Utilities	\$1,000	\$3,000	\$5,000	\$7,500	\$10,000
Travel Expense	\$3,000	\$6,000	\$12,000	\$24,000	\$50,000
Miscellaneous	\$800	\$1,750	\$3,500	\$5,000	\$7,500
Depreciation, G&A equip	\$2,000	\$5,000	\$8,000	\$12,000	\$15,000
TOTAL OPERATING EXPENSES	\$41,313	\$82,329	\$237,212	\$524,812	\$846,643
EARNINGS BEFORE INCOME TAXES	\$16,537	\$149,534	\$157,607	\$322,783	\$540,809
Income Tax Expense (27.3% MA+Fed) (don't pay based on negative numbers)	\$4,515	\$40,823	\$43,027	\$88,120	\$147,641
NET INCOME	\$12,022	\$108,711	\$114,580	\$234,663	\$393,168

write down all your assumptions! these are examples:

Assumptions	2026	2026	2027	2028	2029
Employee Insurance Cost	6%				
Cost of Living Rates	3%				
Camera Cost (25 units @ \$750)	\$18,750				
Microphones (10 units @ \$200)	\$2,000				
Camera Equipment Kits (3 @ \$2000)	\$6,000				
Minimalist Scaffolding (4 setups @ \$250)	\$1,000				
Powerful PC Rigs (2 @ \$2500)	\$5,000				
Equipment will only be expanded from here if requested by client and will be charged for large space fees					
Yearly Storage Rental (Warehouse)	1800				
Yearly Cloud Hosting	\$3,000				
Yearly Cloud Storage	\$1,000				
Software Licenses	\$4,000				
Rental Van (Per Client)	150				
Hotel / Airbnb (Per Client)	300				
Local Transportation (Per Client)	150				
Domestic Flight (Included in Base Cost)	N/A				
Year 1	12				
Year 2	60				
Year 3	125				
Year 4	\$250				
Year 5	\$350				
Revenue Schedule	2026	2026	2027	2028	2029
Core Services	\$52,250	\$225,000	\$568,000	\$1,154,000	\$1,775,000
Recurring Revenue	\$24,000	\$35,000	\$44,500	\$62,000	\$85,000
Contract Work	\$7,000	\$18,000	\$33,000	\$47,000	\$50,000

Depreciation Schedule	2026	2026	2027	2028	2029
	3000	6000	8000	12000	15000

Employee Insurance Cost	6%
Yearly Storage Rental (Warehouse @ \$235)	\$2,800
Yearly Cloud Hosting (Software License @ \$160 Month)	\$2,000
Yearly Cloud Storage (Software License)	\$2,000
Camera Cost (25 units @ \$750)	\$18,750
Microphones (10 units @ \$200)	\$2,000
Camera Equipment Kits (3 @ \$2,000)	\$6,000
Minimalist Scaffolding (4 setups @ \$250)	\$1,000
Power PC Rigs (2 @ \$2,500)	\$5,000
Rental Van (Per Client)	\$150
Hotel / Airbnb (Per Client)	\$300
Local Transportation (Per Client)	\$40
Domestic Flight (Included in Base Cost)	---
Base Per-Client Cost (with flight)	\$850
Estimated Clients Sold - Year 1	12
Estimated Clients Sold - Year 2	50
Estimated Clients Sold - Year 3	125
Estimated Clients Sold - Year 4	250
Estimated Clients Sold - Year 5	350
Photography/Videography Contracting Rates (Avg)	\$50/hr-\$100/hr
Derived Totals for Year 1	
Category	Amount
Total Fixed Yearly Costs	\$39,510
Total Variable Costs (12 clients)	\$16,080
Total Year 1 Cost	\$55,590



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