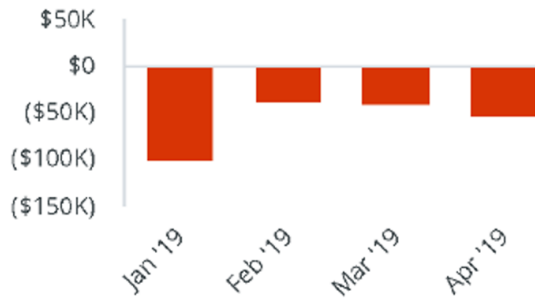


# Profit & Loss: 2019

Net profit in 2019



Projected Profit & Loss	Jan '19	Feb '19	Mar '19	Apr '19
<b>Revenue</b>	\$0	\$0	\$0	\$0
Books				
Unit Sales				
Unit Prices	\$1.80	\$1.80	\$1.80	\$1.80
Retail Sales				
Unit Sales				
Unit Prices				
Content Monthly Membership	\$0	\$0	\$0	\$0
Customers at start		0	0	0
Churn rate	18%	18%	18%	18%
Signups	0	0	0	0
Recurring Charge	\$9.99	\$9.99	\$9.99	\$9.99
Annual Content Membership	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0
Unit Prices	\$79	\$79	\$79	\$79
12 Person Mastermind Group	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0
Unit Prices	\$199	\$199	\$199	\$199
Executive Trainings/Workshops	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0
Unit Prices	\$5,000	\$5,000	\$5,000	\$5,000
Speaking	\$0	\$0	\$0	\$0
SparkCon				
Think Forward				

<b>Direct Costs</b>	<b>\$70,100</b>	<b>\$20,100</b>	<b>\$20,100</b>	<b>\$20,100</b>
Licensing Deposit	\$50,000			
Licensing Fees - Paper Books				
Licensing Fees - Revenue (No Paper Books)				
Licensing Fees - Minimum	\$6,000	\$6,000	\$6,000	\$6,000
Executive Team				
Contractor Coaches				
Direct Labor	\$14,100	\$14,100	\$14,100	\$14,100
Salaries & Wages	\$14,100	\$14,100	\$14,100	\$14,100
Payroll (3)	\$14,100	\$14,100	\$14,100	\$14,100
Gross Margin	(\$70K)	(\$20K)	(\$20K)	(\$20K)
Gross Margin %				
<b>Operating Expenses</b>	<b>\$27,900</b>	<b>\$16,900</b>	<b>\$17,900</b>	<b>\$29,900</b>
Momentum Creative Retainer	\$27,900	\$16,900	\$17,900	\$29,900
Marketing	\$0	\$0	\$0	\$0
<b>Operating Income</b>	<b>(\$98K)</b>	<b>(\$37K)</b>	<b>(\$38K)</b>	<b>(\$50K)</b>
Income Taxes	\$0	\$0	\$0	\$0
Total Expenses	\$98,000	\$37,000	\$38,000	\$50,000
Net Profit	(\$98K)	(\$37K)	(\$38K)	(\$50K)
<b>Net Profit %</b>				

The Nightingale Legacy: 2019-2023 Original Forecast

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