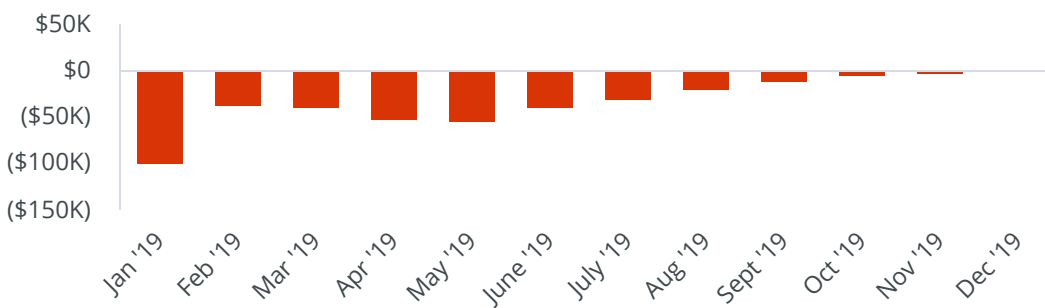
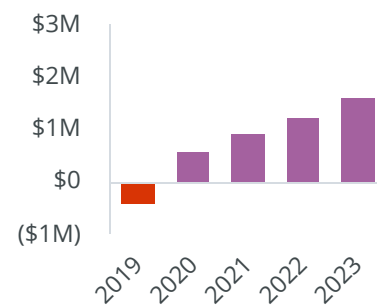


Projected Profit & Loss (1 of 2)

Net profit in 2019



Net profit by year



Projected Profit & Loss	2019	2020	2021	2022	2023
Revenue	\$255,870	\$1,829,578	\$2,624,394	\$3,110,127	\$3,635,064
Books	\$32,400	\$324,000	\$468,000	\$576,000	\$846,000
Unit Sales	18,000	180,000	260,000	320,000	470,000
Unit Prices	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80
Retail Sales	\$18,200	\$27,900	\$32,930	\$38,850	\$41,190
Unit Sales	1,950	2,790	3,293	3,885	4,119
Unit Prices	\$9.33	\$10	\$10	\$10	\$10
Content Monthly Membership	\$26,876	\$805,876	\$1,177,846	\$1,267,382	\$1,333,599
Customers at start		891	8,965	10,156	10,732
Churn rate	18%	18%	18%	18%	18%
Signups	1,215	21,141	22,199	23,308	24,474
Recurring Charge	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99
Annual Content Membership	\$5,530	\$7,742	\$10,902	\$15,247	\$21,251
Unit Sales	70	98	138	193	269
Unit Prices	\$79	\$79	\$79	\$79	\$79
12 Person Mastermind Group	\$66,864	\$167,160	\$195,816	\$229,248	\$269,844
Unit Sales	336	840	984	1,152	1,356
Unit Prices	\$199	\$199	\$199	\$199	\$199
Executive Trainings/Workshops	\$70,000	\$120,000	\$130,000	\$140,000	\$150,000
Unit Sales	14	24	26	28	30
Unit Prices	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Speaking	\$36,000	\$54,000	\$112,000	\$148,000	\$172,000
SparkCon		\$144,900	\$174,900	\$349,800	\$524,700
Think Forward		\$178,000	\$322,000	\$345,600	\$276,480
Direct Costs	\$294,112	\$784,381	\$925,269	\$1,021,729	\$1,114,016

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Projected Profit & Loss (2 of 2)

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Projected Profit & Loss	2019	2020	2021	2022	2023
Licensing Deposit	\$50,000				
Licensing Fees - Paper Books	\$2,592	\$25,920	\$37,440	\$46,080	\$67,680
Licensing Fees - Revenue (No Paper Books)	\$35,760	\$240,893	\$345,023	\$405,461	\$446,251
Licensing Fees - Minimum	\$36,560				
Executive Team		\$320,000	\$332,800	\$346,112	\$359,957
Contractor Coaches		\$21,600	\$27,000	\$33,750	\$42,188
Direct Labor	\$169,200	\$175,968	\$183,006	\$190,326	\$197,940
Salaries & Wages	\$169,200	\$175,968	\$183,006	\$190,326	\$197,940
Payroll (3)	\$169,200	\$175,968	\$183,006	\$190,326	\$197,940
Gross Margin	(\$38,242)	\$1,045,197	\$1,699,126	\$2,088,398	\$2,521,047
Gross Margin %	(15%)	57%	65%	67%	69%
Operating Expenses	\$335,500	\$365,917	\$524,880	\$528,722	\$508,910
Momentum Creative Retainer	\$175,500	\$292,733	\$419,904	\$404,317	\$363,507
Marketing	\$160,000	\$73,184	\$104,976	\$124,405	\$145,403
Operating Income	(\$373,742)	\$679,280	\$1,174,245	\$1,559,676	\$2,012,138
Income Taxes	\$0	\$61,108	\$234,849	\$311,935	\$402,427
Total Expenses	\$629,612	\$1,211,406	\$1,684,998	\$1,862,386	\$2,025,353
Net Profit	(\$373,742)	\$618,172	\$939,396	\$1,247,741	\$1,609,711
Net Profit %	(146%)	34%	36%	40%	44%