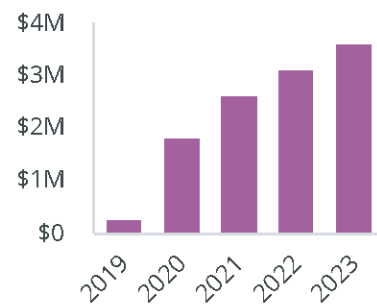
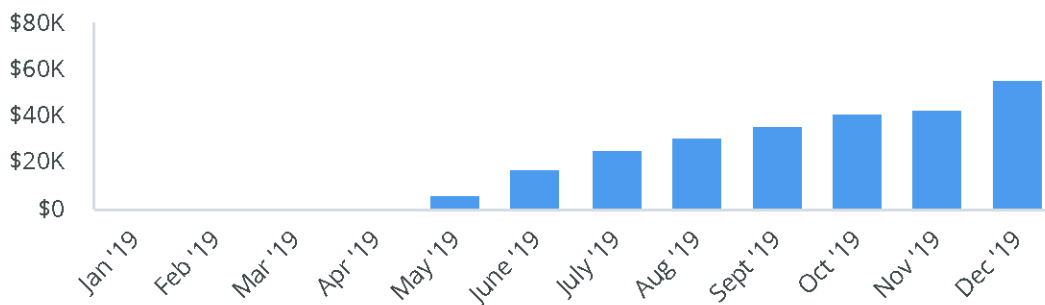


Revenue



Revenue	2019	2020	2021	2022	2023
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
Totals	\$255,870	\$1,829,578	\$2,624,394	\$3,110,127	\$3,635,064