

**Expenses**

Operational	1st Year	2nd Year	3rd Year	4th Year	5th Year	Total
Software development	40'000					40'000
Maintanance		5'000	5'000	5'000	50'000	65'000
Training workshops	5'000	1'000	1'000	1'000	10'000	18'000
<b>TOTAL</b>	<b>45'000</b>	<b>6'000</b>	<b>6'000</b>	<b>6'000</b>	<b>60'000</b>	<b>123'000</b>

Startup Funding Details	1st Year	2nd Year	3rd Year	4th Year	5th Year	Total
<b>Marketing</b>	<i>YR1</i>	<i>YR2</i>	<i>YR3</i>	<i>YR4</i>	<i>YR5</i>	
Marketing & Sales experts &BD	90'000	90'000	90'000	90'000	90'000	450'000
Promotion & events	1'000	1'000	1'000	1'000	1'000	5'000
						-
<b>Total Marketing cost</b>	<b>91'000</b>	<b>91'000</b>	<b>91'000</b>	<b>91'000</b>	<b>91'000</b>	<b>455'000</b>
<b>Finance expenses</b>						
Accounting	4'800	4'800	4'800	4'800	4'800	24'000
Legal consultation 2h	500	500				1'000
						-
<b>Total Finance Cost</b>	<b>5'300</b>	<b>5'300</b>	<b>4'800</b>	<b>4'800</b>	<b>4'800</b>	<b>25'000</b>
<b>Other Cost</b>						-
<b>TOTAL</b>	<b>141'300</b>	<b>102'300</b>	<b>101'800</b>	<b>101'800</b>	<b>155'800</b>	<b>603'000</b>

**Income**

Public schools contract					
YR1	YR2	YR3	YR4	YR5	TOTAL
			2'000	500'000	502'000

Country roll out

Private school contract					
YR1	YR2	YR3	YR4	YR5	TOTAL
50'000	10'000	60'000	20'000	20'000	160'000

2 schools  
 50'000 initial cost  
 10 000 service fee a year

B2C					
YR1	YR2	YR3	YR4	YR5	TOTAL
299	1'495	4'485	7'475	29'900	43'654

Price  
 2.99 product cost

Customer base

100      500      1500      2500      10000