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## Skeptic Forecast Report

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Skeptic Early  
December 2024

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# Introduction

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Currently, Skeptic is suffering from an increasing number of customers cancelling or downgrading their subscription plans. This trend is specifically occurring for higher level plans (Business and Enterprise). In order to address the increasing churn, the business is considering two potential projects:

1. Implementation Services Project
2. Higher Plan Product Enhancement Project

The **Implementation Services Project** involves hiring an additional Customer Success employee, specifically an Account Manager. They will help Business and Enterprise leads and current customers with setting up their Skeptic subscription. This will increase user stickiness and decrease churn.

The **Higher Plan Product Enhancement Project** requires hiring additional engineers to build and release product enhancements for the Business and Enterprise plans. The product enhancements are based on some of the most popular product requests Skeptic has received from higher level plan leads and current customers. Carrying out this project will likely reduce churn of existing customers and increase conversion of leads for higher level plans.

## NET REVENUE RETENTION

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**94%**

▼ -7% vs target



Net Revenue Retention includes Monthly Recurring Revenue, revenue generated through upgrades, revenue lost through downgrades, and revenue lost from cancellations. If a business has an NRR% over 100%, then the business will grow without the need for additional subscriptions.

## MONTHLY RECURRING REVENUE

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**\$21,580**

▲ 32.1% from Dec 2023



Monthly Recurring Revenue is based on the amount of subscriptions in the current period and the price of each subscription.

## CHURN RATE

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**6.16%**

▲ 1.16% vs target



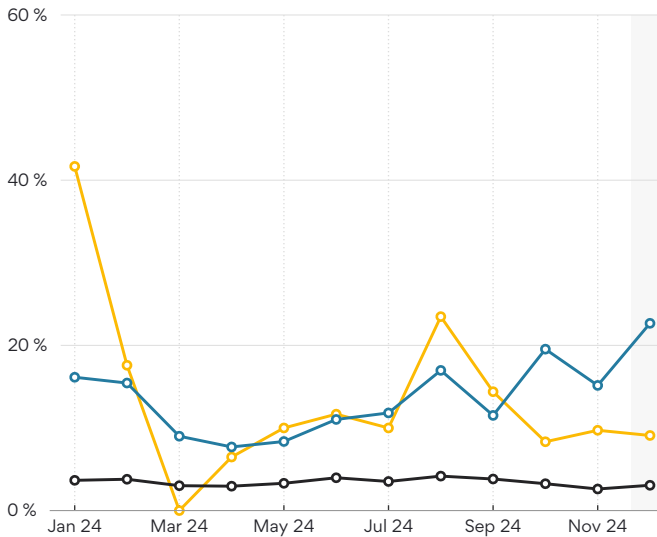
The percentage of monthly recurring revenue that has churned during the through downgrades and cancellations period.

# KPIs by Plan Type

Starter plans remain fairly stable in regards to both churn and conversion. Business and Enterprise plans are suffering from high churn and inconsistent conversion rates.

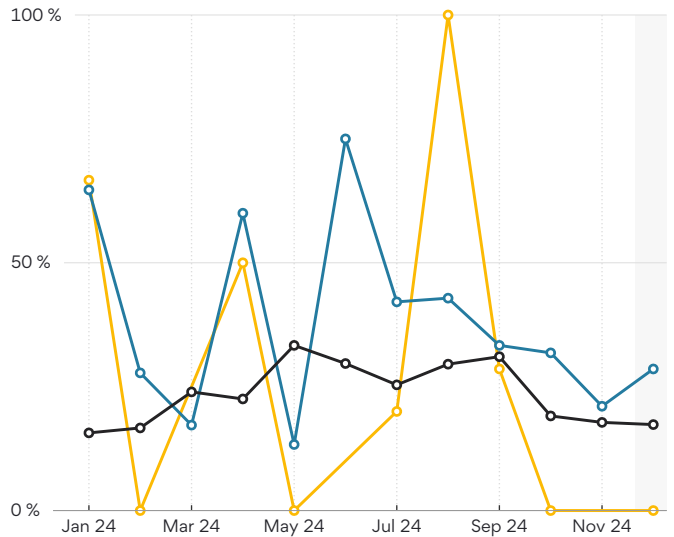
## Churn Rate by Subscription Type

■ Starter Churn Rate ■ Business Churn R... ■ Enterprise Churn ...



## Conversion Rate by Subscription Type

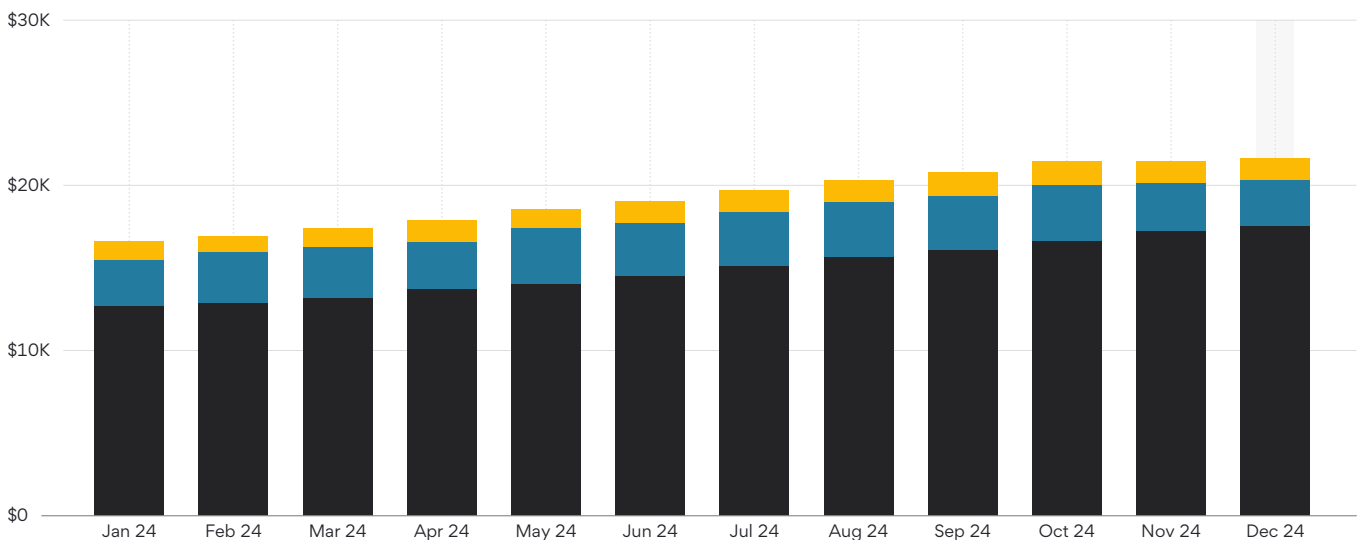
■ Starter Conversio... ■ Business Convers... ■ Ent Conversion %



| Churn KPIs      | Dec 2024 | Target | Variance % | Rolling 12 months average |
|-----------------|----------|--------|------------|---------------------------|
| Churn Rate      | 6.16%    | 5.00%  | 23.28%     | 5.81%                     |
| Conversion Rate | 17.68%   | 17.50% | 1.06%      | 24.31%                    |
| MRR Growth Rate | 0.40%    | 2.00%  | -80.23%    | 2.35%                     |

## MRR by Subscription Type

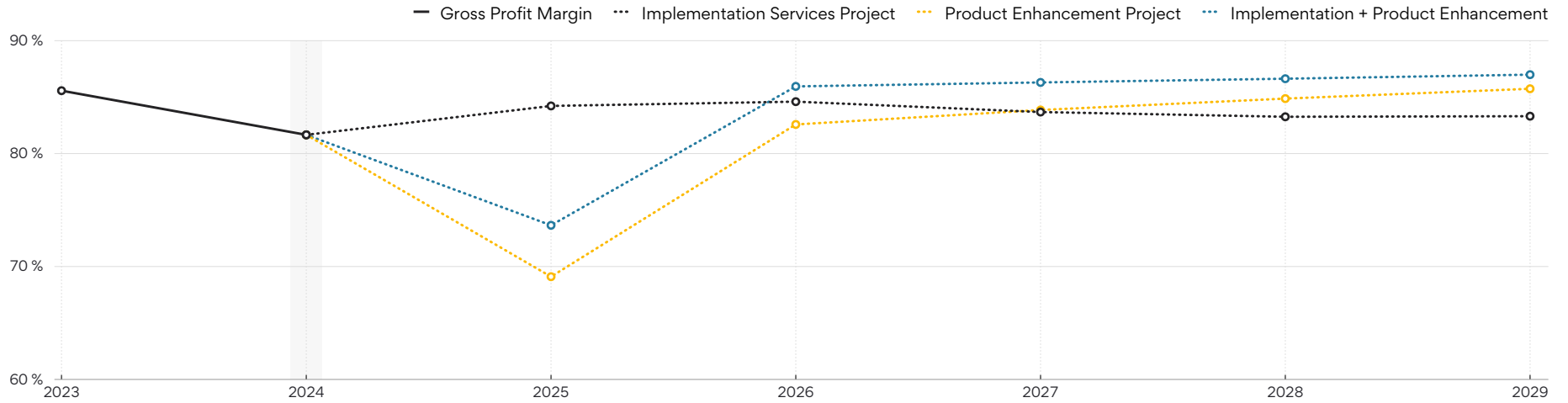
■ Starter MRR ■ Business MRR ■ Enterprise MRR



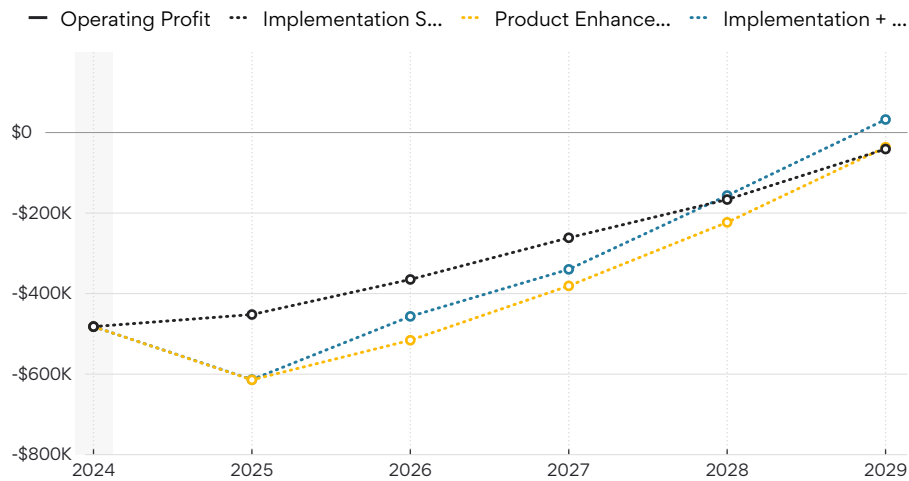
# Scenario Comparison

Both projects should be undertaken to have the most significant increase in Operating Profit longterm. While the Higher Plan Product Enhancement Project requires significant initial costs, it ultimately results in higher profit.

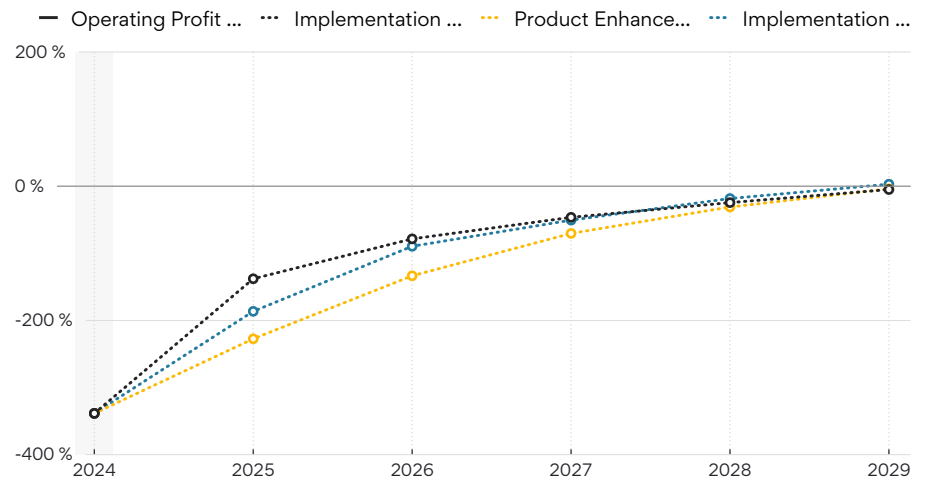
### Gross Profit Margin Projected



### Operating Profit Projected



### Operating Profit Margin Projected

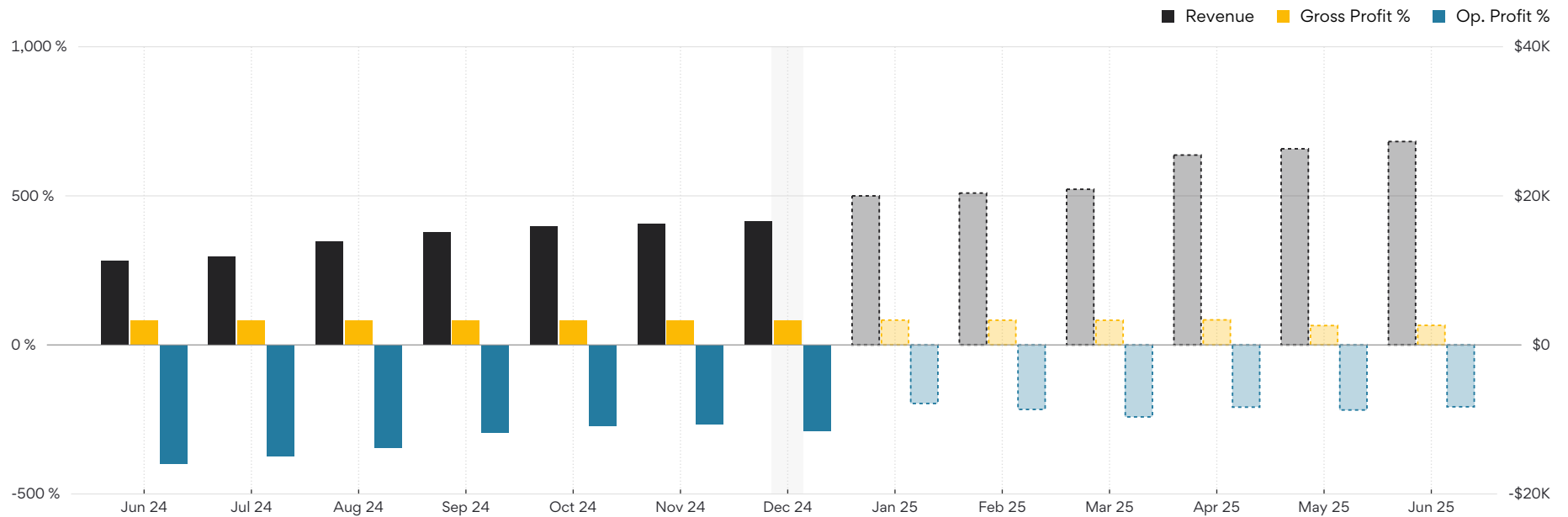


# Projected Profits & Revenue

By undertaking the Implementation Services and Higher Plan Product Enhancement Projects, the business will be profitable by the end of 2029. Until then, additional funding will need to be secured through raising equity or applying for loans. This will allow Skeptic to fund its daily operations and carry out the proposed projects.

By 2027, Skeptic should secure at least \$300,000 to ensure it stays cash positive.

## Projected Revenue & Profit Margins



|                               | 2023        | 2024        | 2025      | 2026      | 2027      | 2028      | 2029      |
|-------------------------------|-------------|-------------|-----------|-----------|-----------|-----------|-----------|
| <b>Cash &amp; Equivalents</b> |             |             |           |           |           |           |           |
| Gross Profit Margin           | 85.57%      | 81.66%      | 73.65%    | 85.95%    | 86.30%    | 86.63%    | 86.99%    |
| Operating Profit Margin       | -701.41%    | -338.49%    | -186.44%  | -89.51%   | -50.53%   | -18.34%   | 3.03%     |
| Cash & Equivalents            | \$1,616,333 | \$1,103,066 | \$637,928 | \$310,325 | \$383,548 | \$376,581 | \$513,491 |

# Projected Profits & Revenue Cont.

| <b>PROFIT &amp; LOSS</b>   | Jun 2024         | Jul 2024         | Aug 2024         | Sep 2024         | Oct 2024         | Nov 2024         | Dec 2024         | Jan 2025         | Feb 2025         | Mar 2025         | Apr 2025         | May 2025         | Jun 2025         | Total             |
|----------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| Revenue                    | \$11,245         | \$11,884         | \$13,861         | \$15,093         | \$15,955         | \$16,244         | \$16,564         | \$19,999         | \$20,375         | \$20,886         | \$25,476         | \$26,317         | \$27,290         | \$241,192         |
| Cost of Sales              | \$2,063          | \$2,180          | \$2,543          | \$2,769          | \$2,927          | \$2,980          | \$3,038          | \$3,345          | \$3,467          | \$3,598          | \$4,081          | \$9,205          | \$9,332          | \$51,527          |
| <b>Gross Profit</b>        | <b>\$9,183</b>   | <b>\$9,704</b>   | <b>\$11,319</b>  | <b>\$12,325</b>  | <b>\$13,029</b>  | <b>\$13,265</b>  | <b>\$13,525</b>  | <b>\$16,655</b>  | <b>\$16,908</b>  | <b>\$17,288</b>  | <b>\$21,395</b>  | <b>\$17,112</b>  | <b>\$17,958</b>  | <b>\$189,665</b>  |
| Expenses                   | \$53,980         | \$54,031         | \$59,193         | \$56,593         | \$56,663         | \$56,685         | \$61,194         | \$55,941         | \$60,985         | \$67,693         | \$74,532         | \$74,532         | \$74,562         | \$806,583         |
| <b>Operating Profit</b>    | <b>-\$44,798</b> | <b>-\$44,327</b> | <b>-\$47,874</b> | <b>-\$44,268</b> | <b>-\$43,634</b> | <b>-\$43,420</b> | <b>-\$47,669</b> | <b>-\$39,286</b> | <b>-\$44,076</b> | <b>-\$50,406</b> | <b>-\$53,137</b> | <b>-\$57,419</b> | <b>-\$56,604</b> | <b>-\$616,918</b> |
| Interest Expenses          | \$2,191          | \$2,147          | \$2,102          | \$2,057          | \$2,012          | \$1,967          | \$1,921          | \$1,875          | \$1,828          | \$1,781          | \$1,734          | \$1,687          | \$1,639          | \$24,940          |
| <b>Earnings Before Tax</b> | <b>-\$46,989</b> | <b>-\$46,474</b> | <b>-\$49,977</b> | <b>-\$46,326</b> | <b>-\$45,646</b> | <b>-\$45,387</b> | <b>-\$49,590</b> | <b>-\$41,161</b> | <b>-\$45,904</b> | <b>-\$52,187</b> | <b>-\$54,871</b> | <b>-\$59,106</b> | <b>-\$58,242</b> | <b>-\$641,859</b> |
| Tax Expenses               | -\$6,508         | -\$6,379         | -\$7,255         | -\$6,342         | -\$6,172         | -\$6,107         | -\$7,158         | -\$5,051         | -\$5,712         | -\$6,582         | -\$6,539         | -\$7,598         | -\$7,382         | -\$84,784         |
| <b>Earnings After Tax</b>  | <b>-\$40,481</b> | <b>-\$40,095</b> | <b>-\$42,722</b> | <b>-\$39,984</b> | <b>-\$39,474</b> | <b>-\$39,280</b> | <b>-\$42,432</b> | <b>-\$36,110</b> | <b>-\$40,193</b> | <b>-\$45,605</b> | <b>-\$48,332</b> | <b>-\$51,508</b> | <b>-\$50,860</b> | <b>-\$557,074</b> |
| <b>Net Income</b>          | <b>-\$40,481</b> | <b>-\$40,095</b> | <b>-\$42,722</b> | <b>-\$39,984</b> | <b>-\$39,474</b> | <b>-\$39,280</b> | <b>-\$42,432</b> | <b>-\$36,110</b> | <b>-\$40,193</b> | <b>-\$45,605</b> | <b>-\$48,332</b> | <b>-\$51,508</b> | <b>-\$50,860</b> | <b>-\$557,074</b> |

| <b>PROFIT &amp; LOSS</b>   | 2023              | 2024              | 2025              | 2026              | 2027              | 2028              | 2029             | Total               |
|----------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|---------------------|
| Revenue                    | \$33,589          | \$142,396         | \$329,079         | \$510,071         | \$672,353         | \$852,683         | \$1,066,088      | \$3,606,258         |
| Cost of Sales              | \$4,847           | \$26,120          | \$86,712          | \$71,659          | \$92,081          | \$114,024         | \$138,711        | \$534,154           |
| <b>Gross Profit</b>        | <b>\$28,742</b>   | <b>\$116,276</b>  | <b>\$242,367</b>  | <b>\$438,412</b>  | <b>\$580,272</b>  | <b>\$738,659</b>  | <b>\$927,376</b> | <b>\$3,072,104</b>  |
| Expenses                   | \$264,337         | \$598,276         | \$855,902         | \$894,986         | \$920,036         | \$895,041         | \$895,041        | \$5,323,619         |
| <b>Operating Profit</b>    | <b>-\$235,595</b> | <b>-\$482,000</b> | <b>-\$613,535</b> | <b>-\$456,573</b> | <b>-\$339,764</b> | <b>-\$156,382</b> | <b>\$32,335</b>  | <b>-\$2,251,515</b> |
| Interest Expenses          | \$29,208          | \$26,004          | \$19,349          | \$12,088          | \$4,166           | \$0               | \$0              | \$90,816            |
| <b>Earnings Before Tax</b> | <b>-\$264,804</b> | <b>-\$508,005</b> | <b>-\$632,884</b> | <b>-\$468,662</b> | <b>-\$343,930</b> | <b>-\$156,382</b> | <b>\$32,335</b>  | <b>-\$2,342,331</b> |
| Tax Expenses               | -\$41,746         | -\$71,897         | -\$76,146         | -\$31,023         | \$160             | \$47,047          | \$94,226         | -\$79,381           |
| <b>Earnings After Tax</b>  | <b>-\$223,057</b> | <b>-\$436,107</b> | <b>-\$556,738</b> | <b>-\$437,638</b> | <b>-\$344,089</b> | <b>-\$203,428</b> | <b>-\$61,890</b> | <b>-\$2,262,950</b> |
| <b>Net Income</b>          | <b>-\$223,057</b> | <b>-\$436,107</b> | <b>-\$556,738</b> | <b>-\$437,638</b> | <b>-\$344,089</b> | <b>-\$203,428</b> | <b>-\$61,890</b> | <b>-\$2,262,950</b> |

# Cash Projection

## Baseline + all microforecasts

| <b>CASH &amp; EQUIVALENTS</b>      | Jan 2025           | Feb 2025           | Mar 2025           | Apr 2025         | May 2025         | Jun 2025         |
|------------------------------------|--------------------|--------------------|--------------------|------------------|------------------|------------------|
| <b>Opening Balance</b>             | <b>\$1,103,066</b> | <b>\$1,085,788</b> | <b>\$1,043,617</b> | <b>\$995,127</b> | <b>\$962,874</b> | <b>\$912,918</b> |
| <b>P&amp;L Accounts</b>            |                    |                    |                    |                  |                  |                  |
| Subscription Revenue               | \$20,358           | \$20,734           | \$21,249           | \$24,730         | \$25,585         | \$26,577         |
| Implementation Reve...             | -                  | -                  | \$600              | \$1,200          | \$1,200          | \$1,200          |
| Other Revenue                      | \$232              | \$240              | \$250              | \$261            | \$272            | \$282            |
| Direct Third Party Cos...          | -\$514             | -\$523             | -\$536             | -\$546           | -\$556           | -\$568           |
| Hosting Expenses                   | -\$791             | -\$805             | -\$825             | -\$840           | -\$856           | -\$873           |
| Development & Suppo...             | -\$2,040           | -\$2,138           | -\$2,237           | -\$2,335         | -\$7,433         | -\$7,531         |
| Implementation Servi...            | -                  | -                  | -                  | -\$360           | -\$360           | -\$360           |
| Engineering (Salaries)             | -\$29,722          | -\$29,722          | -\$34,882          | -\$40,145        | -\$40,145        | -\$40,145        |
| Customer Success (Sal...           | -\$4,515           | -\$8,385           | -\$8,385           | -\$8,385         | -\$8,385         | -\$8,385         |
| Marketing (Salaries)               | -\$4,386           | -\$4,386           | -\$4,386           | -\$4,386         | -\$4,386         | -\$4,386         |
| Print Advertising                  | -\$84              | -\$91              | -\$98              | -\$106           | -\$80            | -\$87            |
| Online Advertising                 | -\$1,386           | -\$1,421           | -\$1,454           | -\$1,483         | -\$1,508         | -\$1,530         |
| Rent                               | -\$4,300           | -\$4,300           | -\$4,300           | -\$4,300         | -\$4,300         | -\$4,300         |
| Utilities & Maintenance            | -\$73              | -\$73              | -\$73              | -\$73            | -\$73            | -\$73            |
| Office Supplies and Fu...          | -\$35              | -\$36              | -\$38              | -\$39            | -\$40            | -\$40            |
| Office Meals/Food                  | -\$13              | -\$13              | -\$14              | -\$14            | -\$14            | -\$15            |
| Accounting                         | -\$150             | -\$150             | -\$150             | -\$150           | -\$150           | -\$150           |
| <b>Total from P&amp;L Accounts</b> | <b>-\$27,419</b>   | <b>-\$31,070</b>   | <b>-\$35,278</b>   | <b>-\$36,971</b> | <b>-\$41,228</b> | <b>-\$40,384</b> |
| <b>Schedules</b>                   |                    |                    |                    |                  |                  |                  |
| Loan                               | -\$8,255           | -\$8,255           | -\$8,255           | -\$8,255         | -\$8,255         | -\$8,255         |
| <b>Journals</b>                    |                    |                    |                    |                  |                  |                  |
| Equipment Purchase                 | -                  | -                  | -\$4,000           | -                | -                | -                |
| Equipment Purchase                 | -                  | -                  | -                  | -\$4,000         | -                | -                |
| Equipment Purchase                 | -                  | -\$2,500           | -                  | -                | -                | -                |
| Accounts Payable dr...             | -\$14              | -\$14              | -\$14              | -\$14            | -\$14            | -\$14            |
| Accounts Recievable ...            | \$261              | \$261              | \$261              | \$261            | \$261            | \$261            |
| <b>Total from Journals</b>         | <b>\$247</b>       | <b>-\$2,253</b>    | <b>-\$3,753</b>    | <b>-\$3,753</b>  | <b>\$247</b>     | <b>\$247</b>     |
| <b>Tax Payments</b>                |                    |                    |                    |                  |                  |                  |
| Payroll Taxes payment              | -\$16,517          | -                  | -                  | -\$17,469        | -                | -                |
| Tax Expenses payment               | \$35,156           | -                  | -                  | \$34,813         | -                | -                |
| GST payment                        | -\$490             | -\$593             | -\$604             | -\$619           | -\$720           | -\$745           |
| <b>Total from Tax Payments</b>     | <b>\$18,149</b>    | <b>-\$593</b>      | <b>-\$604</b>      | <b>\$16,726</b>  | <b>-\$720</b>    | <b>-\$745</b>    |
| Other baseline actuals             | \$0                | \$0                | -\$600             | \$0              | \$0              | \$0              |
| <b>Closing Balance</b>             | <b>\$1,085,788</b> | <b>\$1,043,617</b> | <b>\$995,127</b>   | <b>\$962,874</b> | <b>\$912,918</b> | <b>\$863,781</b> |
| <b>CASH &amp; EQUIVALENTS</b>      |                    |                    |                    |                  |                  |                  |
| <b>Opening Balance</b>             | <b>\$863,781</b>   | <b>\$831,783</b>   | <b>\$784,343</b>   | <b>\$737,975</b> | <b>\$714,694</b> | <b>\$675,687</b> |
| <b>P&amp;L Accounts</b>            |                    |                    |                    |                  |                  |                  |
| Subscription Revenue               | \$27,612           | \$28,863           | \$30,096           | \$31,465         | \$32,765         | \$34,171         |
| Implementation Reve...             | \$1,200            | \$1,200            | \$1,200            | \$1,200          | \$1,200          | \$1,200          |



| <b>CASH &amp; EQUIVALENTS</b>      | <b>Jul 2025</b>  | <b>Aug 2025</b>  | <b>Sep 2025</b>  | <b>Oct 2025</b>  | <b>Nov 2025</b>  | <b>Dec 2025</b>  |
|------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b>P&amp;L Accounts</b>            |                  |                  |                  |                  |                  |                  |
| Other Revenue                      | \$293            | \$304            | \$314            | \$325            | \$336            | \$346            |
| Direct Third Party Cos...          | -\$578           | -\$592           | -\$603           | -\$614           | -\$626           | -\$641           |
| Hosting Expenses                   | -\$890           | -\$911           | -\$927           | -\$944           | -\$963           | -\$986           |
| Development & Suppo...             | -\$12,629        | -\$7,727         | -\$7,826         | -\$7,924         | -\$3,022         | -\$3,120         |
| Implementation Servi...            | -\$360           | -\$360           | -\$360           | -\$360           | -\$360           | -\$360           |
| Engineering (Salaries)             | -\$40,145        | -\$40,145        | -\$40,145        | -\$40,145        | -\$40,145        | -\$40,145        |
| Customer Success (Sal...           | -\$8,385         | -\$8,385         | -\$8,385         | -\$8,385         | -\$8,385         | -\$8,385         |
| Marketing (Salaries)               | -\$4,386         | -\$4,386         | -\$4,386         | -\$4,386         | -\$4,386         | -\$4,386         |
| Print Advertising                  | -\$94            | -\$102           | -\$111           | -\$120           | -\$130           | -\$141           |
| Online Advertising                 | -\$1,546         | -\$1,559         | -\$1,560         | -\$1,554         | -\$1,541         | -\$1,525         |
| Rent                               | -\$4,300         | -\$4,300         | -\$4,300         | -\$4,300         | -\$4,300         | -\$4,300         |
| Utilities & Maintenance            | -\$73            | -\$73            | -\$73            | -\$73            | -\$73            | -\$73            |
| Office Supplies and Fu...          | -\$41            | -\$42            | -\$42            | -\$41            | -\$41            | -\$40            |
| Office Meals/Food                  | -\$15            | -\$15            | -\$15            | -\$15            | -\$15            | -\$15            |
| Accounting                         | -\$150           | -\$150           | -\$150           | -\$150           | -\$150           | -\$150           |
| <b>Total from P&amp;L Accounts</b> | <b>-\$44,488</b> | <b>-\$38,381</b> | <b>-\$37,272</b> | <b>-\$36,020</b> | <b>-\$29,836</b> | <b>-\$28,549</b> |
| <b>Schedules</b>                   |                  |                  |                  |                  |                  |                  |
| Loan                               | -\$8,255         | -\$8,255         | -\$8,255         | -\$8,255         | -\$8,255         | -\$8,255         |
| <b>Journals</b>                    |                  |                  |                  |                  |                  |                  |
| Equipment Purchase                 | -                | -                | -                | -                | -                | -                |
| Equipment Purchase                 | -                | -                | -                | -                | -                | -                |
| Equipment Purchase                 | -                | -                | -                | -                | -                | -                |
| Accounts Payable dr...             | -                | -                | -                | -                | -                | -                |
| Accounts Recievable ...            | -                | -                | -                | -                | -                | -                |
| <b>Total from Journals</b>         | <b>-</b>         | <b>-</b>         | <b>-</b>         | <b>-</b>         | <b>-</b>         | <b>-</b>         |
| <b>Tax Payments</b>                |                  |                  |                  |                  |                  |                  |
| Payroll Taxes payment              | -\$21,536        | -                | -                | -\$21,536        | -                | -                |
| Tax Expenses payment               | \$43,055         | -                | -                | \$43,406         | -                | -                |
| GST payment                        | -\$774           | -\$804           | -\$841           | -\$877           | -\$916           | -\$954           |
| <b>Total from Tax Payments</b>     | <b>\$20,745</b>  | <b>-\$804</b>    | <b>-\$841</b>    | <b>\$20,994</b>  | <b>-\$916</b>    | <b>-\$954</b>    |
| Other baseline actuals             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              |
| <b>Closing Balance</b>             | <b>\$831,783</b> | <b>\$784,343</b> | <b>\$737,975</b> | <b>\$714,694</b> | <b>\$675,687</b> | <b>\$637,928</b> |

# Forecast Assumptions

## Assumptions (Jan 25 - Dec 25)

### Forecast Value Assumptions

#### Revenue

Subscription Revenue is based on subscription growth rates and prices.

Subscription Revenue · All periods

### Forecast Timing Assumptions

#### Revenue

Implementation agreed to with 50% of the payment upfront. Remaining 50% paid when delivered in the next month.

Implementation Revenue · All periods

## Assumptions (Jan 25 - Dec 25)

### Driver Assumptions

#### Expected Sales

Increased growth rate due to implementation services offer reducing churn.

Business Subscriptions · All periods

Increased growth rate due to implementations services offer reducing churn.

Enterprise Subscriptions · All periods

| FORECAST DRIVERS            | Dec 2024 | Jan 2025 | Feb 2025 | Mar 2025 | Apr 2025 | May 2025 | Jun 2025 |
|-----------------------------|----------|----------|----------|----------|----------|----------|----------|
| <b>Expected Sales</b>       |          |          |          |          |          |          |          |
| Starter Subscriptions       | 1,040    | 1,061    | 1,082    | 1,104    | 1,126    | 1,148    | 1,171    |
| Business Subscriptions      | 52       | 53       | 54       | 55       | 56       | 57       | 59       |
| Enterprise Subscriptions    | 10       | 10       | 10       | 11       | 11       | 11       | 11       |
| Business Implementations    | 5        | 5        | 5        | 5        | 5        | 5        | 5        |
| Enterprise Implementatio... | 2        | 2        | 2        | 2        | 2        | 2        | 2        |

| FORECAST DRIVERS            | Jul 2025 | Aug 2025 | Sep 2025 | Oct 2025 | Nov 2025 | Dec 2025 | Jan 2026 |
|-----------------------------|----------|----------|----------|----------|----------|----------|----------|
| <b>Expected Sales</b>       |          |          |          |          |          |          |          |
| Starter Subscriptions       | 1,195    | 1,219    | 1,243    | 1,268    | 1,293    | 1,319    | 1,345    |
| Business Subscriptions      | 60       | 61       | 62       | 63       | 65       | 66       | 67       |
| Enterprise Subscriptions    | 11       | 12       | 12       | 12       | 12       | 13       | 13       |
| Business Implementations    | 5        | 5        | 5        | 5        | 5        | 5        | 5        |
| Enterprise Implementatio... | 2        | 2        | 2        | 2        | 2        | 2        | 2        |

# Current Financials

| <b>PROFIT &amp; LOSS</b>   | Dec 2024         | Nov 2024         | This month vs last month (%) | This month vs last month (\$) | 2024              |
|----------------------------|------------------|------------------|------------------------------|-------------------------------|-------------------|
| Revenue                    | \$16,564         | \$16,244         | 1.97%                        | \$319                         | \$142,396         |
| Cost of Sales              | \$3,038          | \$2,980          | 1.97%                        | \$59                          | \$26,120          |
| <b>Gross Profit</b>        | <b>\$13,525</b>  | <b>\$13,265</b>  | <b>1.97%</b>                 | <b>\$261</b>                  | <b>\$116,276</b>  |
| Expenses                   | \$61,194         | \$56,685         | 7.96%                        | \$4,510                       | \$598,276         |
| <b>Operating Profit</b>    | <b>-\$47,669</b> | <b>-\$43,420</b> | <b>-9.79%</b>                | <b>-\$4,249</b>               | <b>-\$482,000</b> |
| Interest Expenses          | \$1,921          | \$1,967          | -2.33%                       | -\$46                         | \$26,004          |
| <b>Earnings Before Tax</b> | <b>-\$49,590</b> | <b>-\$45,387</b> | <b>-9.26%</b>                | <b>-\$4,203</b>               | <b>-\$508,005</b> |
| Tax Expenses               | -\$7,158         | -\$6,107         | -17.20%                      | -\$1,051                      | -\$71,897         |
| <b>Earnings After Tax</b>  | <b>-\$42,432</b> | <b>-\$39,280</b> | <b>-8.02%</b>                | <b>-\$3,152</b>               | <b>-\$436,107</b> |
| <b>Net Income</b>          | <b>-\$42,432</b> | <b>-\$39,280</b> | <b>-8.02%</b>                | <b>-\$3,152</b>               | <b>-\$436,107</b> |

| <b>BALANCE SHEET</b>                  | Dec 2024           | Nov 2024           | This month vs last month (%) | This month vs last month (\$) | 2024               |
|---------------------------------------|--------------------|--------------------|------------------------------|-------------------------------|--------------------|
| <b>ASSETS</b>                         |                    |                    |                              |                               |                    |
| Cash & Equivalents                    | \$1,103,066        | \$1,164,089        | -5.24%                       | -\$61,023                     | \$1,103,066        |
| Accounts Receivable                   | \$1,683            | \$1,650            | 1.97%                        | \$32                          | \$1,683            |
| Other Current Assets                  | \$386              | \$85               | 354.76%                      | \$301                         | \$386              |
| <b>Total Current Assets</b>           | <b>\$1,105,134</b> | <b>\$1,165,824</b> | <b>-5.21%</b>                | <b>-\$60,690</b>              | <b>\$1,105,134</b> |
| Fixed Assets                          | \$17,000           | \$17,333           | -1.92%                       | -\$333                        | \$17,000           |
| Intangible Assets                     | \$8,476            | \$8,606            | -1.50%                       | -\$129                        | \$8,476            |
| <b>Total Non-Current Assets</b>       | <b>\$25,476</b>    | <b>\$25,939</b>    | <b>-1.78%</b>                | <b>-\$462</b>                 | <b>\$25,476</b>    |
| <b>Total Assets</b>                   | <b>\$1,130,611</b> | <b>\$1,191,763</b> | <b>-5.13%</b>                | <b>-\$61,152</b>              | <b>\$1,130,611</b> |
| <b>LIABILITIES</b>                    |                    |                    |                              |                               |                    |
| Accounts Payable                      | \$85               | \$83               | 1.97%                        | \$2                           | \$85               |
| Tax Liability                         | -\$18,149          | -\$5,761           | -215.04%                     | -\$12,388                     | -\$18,149          |
| <b>Total Current Liabilities</b>      | <b>-\$18,064</b>   | <b>-\$5,677</b>    | <b>-218.17%</b>              | <b>-\$12,386</b>              | <b>-\$18,064</b>   |
| Long Term Debt                        | \$257,095          | \$263,429          | -2.40%                       | -\$6,334                      | \$257,095          |
| <b>Total Non-Current Liabilities</b>  | <b>\$257,095</b>   | <b>\$263,429</b>   | <b>-2.40%</b>                | <b>-\$6,334</b>               | <b>\$257,095</b>   |
| <b>Total Liabilities</b>              | <b>\$239,031</b>   | <b>\$257,752</b>   | <b>-7.26%</b>                | <b>-\$18,720</b>              | <b>\$239,031</b>   |
| <b>EQUITY</b>                         |                    |                    |                              |                               |                    |
| Retained Earnings                     | \$603,187          | \$603,187          | 0.00%                        | \$0                           | \$603,187          |
| Current Earnings                      | -\$436,108         | -\$393,676         | -10.78%                      | -\$42,432                     | -\$436,108         |
| Other Equity                          | \$724,500          | \$724,500          | 0.00%                        | \$0                           | \$724,500          |
| <b>Total Equity</b>                   | <b>\$891,579</b>   | <b>\$934,011</b>   | <b>-4.54%</b>                | <b>-\$42,432</b>              | <b>\$891,579</b>   |
| <b>Total Liabilities &amp; Equity</b> | <b>\$1,130,610</b> | <b>\$1,191,762</b> | <b>-5.13%</b>                | <b>-\$61,152</b>              | <b>\$1,130,610</b> |