



Adapt Nihon

Business Plan

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Matt Monaco

Final Project: Business Plan

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Executive Summary

Company Description

Adapt Nihon (Nihon meaning Japan in Japanese) is a premium Japanese language, culture, and brand consulting firm designed to help English-speaking foreign professionals successfully integrate into Japan's business and social environment. The company is headquartered and operated in Tokyo, Japan, in a coworking office space, under an LLC equivalent in Japanese business called a Godo Kaisha.

Mission Statement

Adapt Nihon transforms Japanese language and culture understanding into a professional advantage, guiding English-speaking foreign professionals to integrate, perform, and succeed in Japan.

Stage of Development

Adapt Nihon is a start-up in the advanced planning and capital formation stage. It was started in 2025 and is in the process of securing the services and experts who will work for the company. Sales have not started yet, as the company launches in the coming months.

Products and Services

Adapt Nihon provides premium outcome-driven integration services, including:

- Japanese language education (business and daily use levels).
- Cultural intelligence and business etiquette training.
- Brand positioning consulting.
- English to Japanese product localization.

Target Market

Primary Segment: English-speaking foreign professionals, executives, and entrepreneurs relocating or operating in Japan.

Secondary Segment: Foreign athletes navigating the Japanese media and brand. Also, International students transitioning to Japanese workplaces. Lastly, overseas companies are entering the Japanese market.

Market research shows as of January 2025, there were 2,302,587 foreign workers in Japan ([MHLW, 2024](#)). In Tokyo, where the main Adapt Nihon office is, there were 775,340 foreign residents as of January 2025. There is a trend of growing foreign entrepreneurship, as well as remote work. There is also a rise in practical Japanese for work, networking, and branding.

Marketing and Sales Strategy

Adapt Nihon implements a relationship-centered sales strategy designed to attract high-value clients and build long-term credibility with the international business community. Client acquisitions are handled through a mixture of digital and traditional marketing. This includes social media content on multiple platforms, email marketing, attending trade shows, and Adapt Nihon-hosted networking events.

Competitors and Market Distribution

Competition includes large Japanese language schools, relocation consultants, app-based language learning platforms, and independent tutors. The market is primarily focused on mass instruction rather than tailored learning towards the client's specific needs.

Competitive Advantages and Distinctions

Adapt Nihon's main distinction is integrating language mastery, cultural intelligence, strategic brand positioning, and English to Japanese localization into a single premium service company. These services are also outcome-focused rather than hourly instructional like other companies. Lastly, the lean operational model allows for higher margins.

Management

Founder and Managing Director Matt Monaco brings experience in business strategy, branding, and international market positioning. This is supported by a graduate-level degree in Entertainment Business as well as a background in marketing and communications. The company scales using contracted cultural advisors and language instructors to maintain flexibility and control fixed costs.

Operations

Operations follow a lean hybrid model, including a Tokyo-based coworking space for the office, remote digital coaching infrastructure, appointment-based services, contractor-supported instruction, and controlled payroll expansion tied to revenue growth. This structure helps minimize risk while supporting scalable growth.

Financials

Year 1 Projections:

- Revenue: \$126,420
- Profits: \$(44,766)

Year 2 Projections:

- Revenue: \$249,726
- Profits: \$40,417

Year 3 Projections:

- Revenue: \$421,791
- Profits: \$121,261

Long Term Goals

In five years, Adapt Nihon aims to exceed \$1 million in sales, capture 5-7% of the premium foreign integration market, establish a credible status in Tokyo, expand corporate contracts, introduce digital app-based offerings, and employ a group of full-time Japanese language teachers and cultural consultants.

Funds Sought and Exit Strategy

Adapt Nihon seeks \$64,000 in seed capital to fund working capital, marketing launch campaigns, legal formation, and initial operation flow. Investors will participate through a limited equity-based seed round for 20% equity. An 80-20 profit split will be put in place until the investor makes back 2x their investment, then it will go back to 20% equity. Exit opportunities include acquisition by relocation or consulting firm, structured equity buyback, or long-term profit distribution as the company scales.

Company Description

General Overview

Adapt Nihon is a Tokyo-based company organized in Japan and established in 2025, operating under the same name with no DBA. Adapt Nihon offers Japanese language education, cultural strategy, and brand consulting to foreigners, including entrepreneurs, professionals, creatives, and athletes, who require practical, real-world communication skills to succeed in Japanese society. The company was founded to address a recurring problem where capable individuals struggle not due to a lack of talent, but due to cultural misalignment. Its mission is to turn cultural understanding into a competitive advantage. Adapt Nihon has been self-funded through personal capital and early consulting revenue and is currently seeking modest seed funding to scale digital education products, expand group programs, and grow its global reach.

Mission Statement

To empower English-speaking foreigners in Japan with Japanese language skills, cultural knowledge, and a brand strategy that gives them a competitive advantage with the Japanese audience.

Products or Services Offered (with Pricing)

1. Japanese Language Learning and Cultural Coaching
Clients can work with our experts to enhance their Japanese language skills, as well as cultural elements that will help them integrate into Japanese society.
\$75 per hour
\$650 for a 10-session package
2. Cross-Cultural Business Consulting
These services help foreign-owned businesses and professionals navigate Japanese business norms, communication styles, workplace culture, and negotiation etiquette, thereby avoiding costly miscommunications and enhancing credibility with Japanese business partners and customers.
\$150 per hour
Retainer fee monthly starting at \$1,500
3. Brand Localization and Marketing Strategy
This service will assist foreign brands with their messaging, storytelling, and visual identity to better align with Japanese customers. Different services include Cultural brand audits, localization strategy, and audience alignment.
\$2,500-\$7,500 per project (depending on the project)

Developments to Date

Prelaunch

- Market research completed
- Legal Structure selected
- Business model defined
- Go to market strategy completed

Months 0-6

- Launch pilot Language learning and culture coaching program.
- Secure first consulting and coaching clients.
- Get testimonials to support the success of Adapt Nihon.
- Establish a network of English-speaking foreign workers for referrals.

Months 6-12

- Expand services to include group sessions
- Introduce Retainer-based consulting agreements.
- Finalize brand localization and marketing consulting packages.
- Increase the average revenue of clients through bundle services.

Months 12-24

- Increase presence for workshops and seminars through universities and corporate partners.
- Develop a digital app product for educational services
- Establish Adapt Nihon as a brand that foreigners look to when thinking about coming to Japan for business.
- Prepare expansion to new areas of Japan

Legal Status and Ownership

LLC: The company is organized as a gōdō kaisha (合同会社). Which is the Japanese equivalent of an LLC

It is 100% owner-founded. There are currently no outside investors or equity partners

Industry Analysis & Trends

General Overview

Adapt Nihon is a Tokyo-based company organized in Japan and established in 2025, operating under the same name with no DBA. Adapt Nihon offers Japanese language education, cultural strategy, and brand consulting to foreigners, including entrepreneurs, professionals, creatives, and athletes, who require practical, real-world communication skills to succeed in Japanese society. The company was founded to address a recurring problem where capable individuals struggle not due to a lack of talent, but due to cultural misalignment. Its mission is to turn cultural understanding into a competitive advantage. Adapt Nihon has been self-funded through personal capital and early consulting revenue and is currently seeking modest seed funding to scale digital education products, expand group programs, and grow its global reach.

Position in the Industry (with Census Data)

Code: Educational services (Language Schools): 611630

This classification refers to the Japanese language and cultural education that Adapt Nihon offers. In the US for 2022: 1,558 establishments

<https://data.census.gov/table?q=NAICS+611630>

Code: Marketing Consulting Services: 541613

This classification refers to the brand consulting branch that Adapt Nihon provides. In the US for 2022: 51,544 establishments <https://data.census.gov/table?q=NAICS+541613>

Industry Growth Statistics

For the NAICS code 611630, the estimated total annual revenue of Language schools in 2022 is 1.3 billion dollars. The Growth in this sector is around 4-6%. Trends in this industry include going towards digital delivery, professional language training demand, and multicultural workforce demand. <https://siccode.com/naics-code/611630/language-schools>

For the NAICS code 541613, the estimated total annual revenue of the Marketing Consulting services industry is around 41 billion dollars. Growth in this sector is around 4-5% and is expected to have an estimated total annual revenue of \$45 billion. Trends include shifting towards niche consulting, globalization, and cross-cultural expansion. <https://siccode.com/naics-code/541613/marketing-consulting>

Marketing Opportunity

Adapt Nihon was founded in response to the clear language and cultural gap that English-speaking foreigners deal with in Japan. It is difficult for foreign brands to gain trust with the Japanese audience due to not understanding the language or cultural norms. Furthermore, there is a growing demand for specialized consulting and localizing brand strategy. Adapt Nihon can cater to these problems by being a multi-service company of the Japanese language learning/cultural coaching, cross-cultural business consulting, brand localization, and marketing strategy.

Barriers to Entry

Deep cultural and linguistic fluency is a barrier that Adapt Nihon will overcome by hiring native Japanese speakers. Another is Integrated services, where Adapt Nihon will provide multiple services in one company. Japanese language schools mostly focus on honing Japanese language skills for their clients. Lastly, relationship acquisition is a barrier to overcome. Many companies trying to enter an industry find difficulty in establishing a network of new clients and potential new acquisitions. Adapt Nihon will host events twice a year in person to motivate new people to come and find out more about the company's services.

Long Term Opportunities

There are opportunities for the company to go beyond one-on-one coaching and offer group sessions, corporate training, and digital education products. Adapt Nihon can also go beyond English-speaking foreigners being the target audience and offer other large market client offerings, such as Chinese to Japanese services. Lastly, Adapt Nihon can form partnerships with universities and corporate organizations.

Summary of Marketing Position

Adapt Nihon is positioned as a premium provider within the language education and marketing consulting industries. The company targets a niche but high-value market of English-speaking foreign professionals and businesses engaging with Japan. It aims to capture a sustainable and profitable share of 2% of the market.

Target Market

General Overview

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Marketing Description

The Demographics of Adapt Nihon are in the age range of 22-45. They are of all genders and have a middle to upper-middle income of \$40,000-120,000 USD a year. Their locations are in larger Japanese metro areas such as Tokyo, Yokohama, Osaka, Kyoto, and Nagoya. They are college-educated or higher and have a lifestyle of being career-driven, culturally curious, and digitally savvy.

Market Size and Trends

As of January 2025, there were 2,302,587 foreign workers in Japan (MHLW, 2024). In Tokyo, where the main Adapt Nihon office is, there were 775,340 foreign residents as of January 2025. There is a trend of growing foreign entrepreneurship, as well as remote work. There is also a rise in practical Japanese for work, networking, and branding.

Ministry of Health, Labour and Welfare. (2024). *Status of foreign workers in Japan* (in Japanese). https://www.mhlw.go.jp/stf/newpage_50256.html

Target Customers

Primary Segment: English-speaking foreign professionals and entrepreneurs who have a basic Japanese ability, need professional and cultural fluency, and are willing to pay for a premium service.

Secondary Segment: Foreign athletes navigating the Japanese media and brand. Also, International Students transitioning to Japanese workplaces. Lastly, overseas companies are entering the Japanese market.

Adapt Nihon reaches these segments through professional and casual content through social media and traditional marketing. Also, partnerships with different foreign companies and worker communities. Lastly, would be getting referrals from word-of-mouth stories.

Market Readiness

Customers already understand that they need Japanese skills to be successful. They do not, however, know that they need a cultural strategy to complement their language knowledge. Adapt Nihon bridges the gap by showing clients they need the services as a career or business tool rather than an academic exercise.

Strategic Opportunities

Adapt Nihon intentionally targets clients who are already in Japan or are actively planning relocation. Also, clients who are dissatisfied with traditional language schools, as well as professionals willing to invest in positive outcomes rather than just classes. The easiest opportunities for new clients would be Japanese learners stuck at a basic to intermediate level of the language. Also, clients who are ready to launch their Japanese-based business ventures. Lastly, getting foreign athletes new to Japan ready to enhance their media communication and brand presence.

Competition

General Overview

Adapt Nihon is a Tokyo-based company organized in Japan and established in 2025, operating under the same name with no DBA. Adapt Nihon offers Japanese language education, cultural strategy, and brand consulting to foreigners, including entrepreneurs, professionals, creatives, and athletes, who require practical, real-world communication skills to succeed in Japanese society. The company was founded to address a recurring problem where capable individuals struggle not due to a lack of talent, but due to cultural misalignment. Its mission is to turn cultural understanding into a competitive advantage. Adapt Nihon has been self-funded through personal capital and early consulting revenue and is currently seeking modest seed funding to scale digital education products, expand group programs, and grow its global reach.

Categories of Competitors

Examples of direct competitors include Japanese language schools, private tutors, and cultural training programs for expats. Indirect competitors include online language learning platforms, business consultants, and international schools.

Specific Competitors

Two direct competitors would be Genki Japanese Language and Culture School and Shun Tokyo. Both companies compete for Adapt Nihon's market share. Genki focuses on helping clients learn Japanese and culture, while Shun Tokyo aims to assist companies with getting their brands noticed in Japan.

Other Competitors (National Chains)

An example of an indirect competitor would be the Duolingo language learning app. This app has many languages for users to learn, so it does not directly compete with the business

strategy of Adapt Nihon. Santa Fe Relocation focuses on assisting individuals or corporations moving their operations and adapting to the culture of a variety of countries, including Japan.

Market Share Distribution

Adapt Nihon has the potential of capturing 2% of the premium Japanese language learning and consulting markets. To get clients to switch from a competitor to Adapt Nihon's services, showcase how successful outcomes can be achieved. Also, catering towards individuals to show the dedication Adapt Nihon has for its clients.

Your Advantages

The key strengths of Adapt Nihon are integrated language, culture, and business strategy. Also, a customizable outcome approach and strong brand positioning. Some competitors' weaknesses that can be exploited include being overly academic in positioning, having no professional or brand focus, and poor differentiation.

Competitive Position

Adapt Nihon occupies a premium hybrid position of both online and in-person. It is more strategic than language schools, more culturally grounded than business consultants, and more outcome-focused than tutors.

Barriers to Entry

Difficulties that others may face when trying to enter the Japanese language school and business consulting markets include cultural/linguistic expertise, cross-disciplinary knowledge, brand trust, time required to acquire a credible reputation, and a high-quality client list.

Strategic Opportunities

The niche that Adapt Nihon has is its multiple-sector business approach of Japanese language, culture, career, and branding. By combining these key points, it creates a company that others will have difficulty replicating.

Marketing and Sales Plan

General Overview

Adapt Nihon is a Tokyo-based company organized in Japan and established in 2025, operating under the same name with no DBA. Adapt Nihon offers Japanese language education, cultural strategy, and brand consulting to foreigners, including entrepreneurs, professionals, creatives, and athletes, who require practical, real-world communication skills to succeed in Japanese society. The company was founded to address a recurring problem where capable individuals struggle not due to a lack of talent, but due to cultural misalignment. Its mission is to turn cultural understanding into a competitive advantage. Adapt Nihon has been self-funded through personal capital and early consulting revenue and is currently seeking modest seed funding to scale digital education products, expand group programs, and grow its global reach.

Advertising and Reach Mechanisms

Adapt Nihon reaches its potential clients with a mixture of digital and traditional marketing. Multiple social media channels, such as TikTok, Instagram, Facebook, YouTube, and LinkedIn, are used to create content that gets people interested in trying Adapt Nihon's services. A campaign involving social media influencers in Japan is utilized. Also, an email marketing with weekly newsletters is implemented. Lastly, two traditional marketing methods that are used are trade shows and company-hosted networking events. These in-person events will allow Adapt Nihon to gain exposure to a multitude of different individuals and businesses that could lead to new clients.

How You Are Different

Adapt Nihon emphasizes professional credibility, outcomes over theory, and cultural intelligence of Japanese society as a competitive advantage. Other companies focus on more surface levels of learning Japanese. Adapt Nihon positions itself as not just being able to learn basic Japanese, but being able to master communication, build trust, and operate effectively within Japanese society.

Meeting Customer Needs/Your Message

Adapt Nihon's tagline is Master Japan: Language, Culture, Career. The message of the tagline is to be memorable, outcome-focused, and relatable to ambitious professionals and entrepreneurs. In order to know if we are meeting our projected clients, our key performance indicators focus on engagement rate of posts, social media influencer conversion rate of influencers we work with, email list growth, and consultations booked per campaign.

Sales Mechanism

Customers purchase the services of Adapt Nihon through direct inquiry and consultation, online booking, and customized contracts for corporate clients.

Sales Team Organization

Adapt Nihon has a founder-led sales and consultations structure. It relies on a hands-on, relationship-focused approach to gaining and maintaining new clients. Digital and traditional marketing will generate the leads, while consultation will close the deals. By expanding the company, new consultants can be trained to close the deals for further efficiency.

Financial Controls

The founder of Adapt Nihon oversees pricing, contracts, and approvals. Contracts are required for all long-term engagements. Accounting software will be used for tracking, as well as keeping revenue, marketing, and operating costs separate.

Operations

General Overview:

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Location and Facilities:

Adapt Nihon's primary location is in Tokyo, Japan. It is chosen for its proximity to international clients, foreign professionals, and start-ups. A coworking office with 1-2 desks, and access to private meeting rooms for in-person client consultations and small workshops. The size of the office is 150-250 square feet. The cost of the coworking space rent is 500 dollars per month or 77,000 yen.

Key Aspects of Operations:

Adapt Nihon has a relationship focused-low volume approach to its operations. Marketing generates qualified leads. The founder conducts consultations and needs evaluation. Clients are placed into language instruction programs, cultural training packages, brand consultations, or content localization depending on their needs. Services are delivered via live online sessions, in person session as needed, and customized learning and strategy materials. Outcomes with clients are tracked and used for referrals.

Methods for Increased Profitability:

Adapt Nihon's methods for increasing profitability includes offering packages that consist of language, culture, and branding. Also, upselling language training into brand consultation increases margins. Next, the founder leads sessions, as well as contracted experts increases margins rather than full-time staff. Another aspect is that being a majority digital delivery decreases the need for expensive in-person classrooms. Lastly, premium pricing justified by high-quality services leads to larger profits.

Competitive Advantages:

Adapt Nihon has a niche advantage of offering multiple services for English-speaking foreign professionals and businesses. Other companies rely on being solely on being a Japanese

education company or brand consulting. There are also niche services, such as brand consulting, dedicated specifically to athletes that other companies do not offer.

Cost Control:

Contractors play an important part in the early days of Adapt Nihon to minimize the costs a full-time staff would bring while the client list is still small. Reputation growth will play a large part in long-term success, with less need for paid advertising over time, and relying on organic connections and clients

Technology

General Overview:

Adapt Nihon is a Tokyo-based company organized in Japan and established in 2025, operating under the same name with no DBA. Adapt Nihon offers Japanese language education, cultural strategy, and brand consulting to foreigners, including entrepreneurs, professionals, creatives, and athletes, who require practical, real-world communication skills to succeed in Japanese society. The company was founded to address a recurring problem where capable individuals struggle not because of a lack of talent, but because of cultural misalignment. Its mission is to turn cultural understanding into a competitive advantage. Adapt Nihon has been self-funded through personal capital and early consulting revenue and is currently seeking modest seed funding to scale digital education products, expand group programs, and grow its global reach.

Use of Technology:

Due to Adapt Nihon being a mostly online operating company, the technology used includes software such as customer relationship management, virtual meeting, SEO, analytics, payments, and website hosting programs. Also, for marketing, multiple social media apps and sites are used to reach potential clients. Instead of in-person classes that require students to go to a classroom far away, online virtual sessions are more convenient for clients to attend.

Technology Understanding:

Software used by Adapt Nihon includes Zoom for virtual meetings (\$20 per month), Salesforce for client relationship management (\$25 per month), SEMrush for SEO (\$139.50 per month), Square for payments and invoicing (small fee per transaction), and WordPress for Website hosting (\$75 per month). For social media marketing, apps and sites used include Instagram, Facebook, TikTok, LinkedIn, and YouTube. All these apps cost \$0 unless paid ads or audience boosting a post are used.

Implementation Plan:

The implementation of the technology at the startup includes the website, social media apps, and payments. In Year 2, Customer Relationship Management and automation of marketing are introduced. In Year 3, with client volume continuously increasing, advanced analytics and an automated learning platform app/website will be introduced.

Website and Hosting:

The function of the website is brand authority, lead generation, and booking consultations. It also integrates the scheduling for sessions, payment links, and SEO content. WordPress is the hosting site used, and it is \$75 per month.

Management & Organization

General Overview:

Adapt Nihon is a Tokyo-based company organized in Japan and established in 2025, operating under the same name with no DBA. Adapt Nihon offers Japanese language education, cultural strategy, and brand consulting to foreigners, including entrepreneurs, professionals, creatives, and athletes, who require practical, real-world communication skills to succeed in Japanese society. The company was founded to address a recurring problem where capable individuals struggle not because of a lack of talent, but because of cultural misalignment. Its mission is to turn cultural understanding into a competitive advantage. Adapt Nihon has been self-funded through personal capital and early consulting revenue and is currently seeking modest seed funding to scale digital education products, expand group programs, and grow its global reach.

Key Positions:

Founder/Managing Director: The founder/managing director is the key position in Adapt Nihon. Their job is to oversee strategy, operations, and service delivery. They are the primary revenue generator and are the only full-time employees at the launch of the company.

Team Members:

The Founder/Managing Director is introduced at the launch of the company. A full-time marketing coordinator is on staff at launch. Language Instructors are contracted and work as needed by the number of clients. Similarly, a contracted cultural training expert is contracted as needed. In year 2, an English to Japanese Localizer is contracted per project as necessary. Lastly, an operations support agent is introduced in a part-time role in year 3 as client numbers increase.

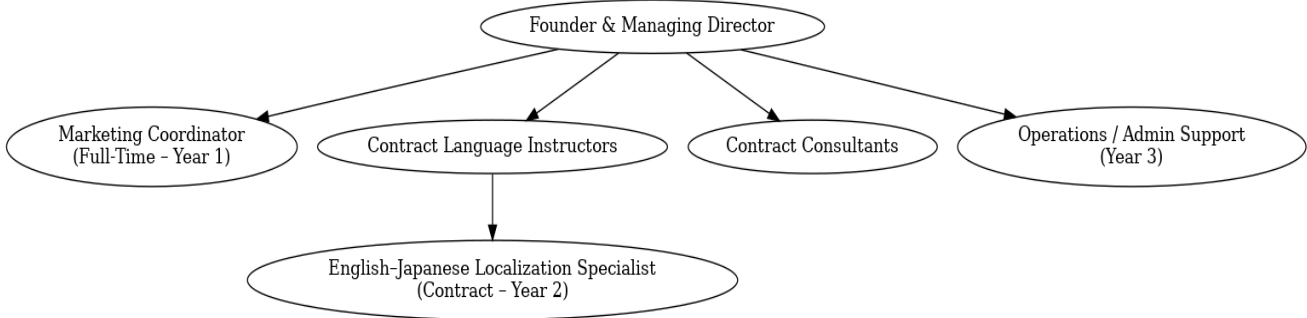
Key Positions Descriptions:

The founder and managing director leads all client engagements, develops frameworks for the language and cultural sessions, and manages partnerships and growth. The marketing coordinator creates and manages content for social media marketing, SEO, and email campaigns. They also support lead generation and analytics. The Contracted Language Instructors are Japanese natives who deliver expert language lessons to clients. The Contracted Cultural Consultant provides expert Japanese business and societal cultural advice to clients as needed. The contracted English to Japanese localizer works with clients to translate and convey their projects to the Japanese audience. Lastly, the part-time operations support agent helps manage client sessions, coordinates documentation, prepares invoices, tracking payments.

Board or Advisory Committee:

As a Japanese equivalent LLC, Adapt Nihon has an Advisory committee consisting of a Japan-based business professional, an education professional, and a consulting industry expert.

Management Structure Flow Chart:



Financials

Start-Up Costs

Start - Up Costs

Adapt Nihon

(initial capital expenditures)

Facilities			
Land		\$0	
Building		\$0	
Improvements / Remodeling		\$0	
other :		\$0	
other:		\$0	
subtotal			\$0
Equipment			
Furniture	\$500		
Production Machines / Equipment	\$0		
Computers / Software	\$3,000		
Cash Registers / POS Terminals	\$0		
Telephone / depreciable equipment	\$0		
Vehicles	\$0		
other:	\$0		
other:	\$0		
subtotal			\$3,500
Materials / Supplies			
Office Supplies	\$500		
Stationary / Business Cards	\$300		
Brochures / Pamphlets / forms	\$700		
Inventory	\$0		
other :	\$0		
other:	\$0		
subtotal			\$1,500
Fees and professional services			
Initial Rent	\$400		
Deposits (Security/ Utilities/ etc)	\$0		
Licenses, Permits	\$500		
Trade or Professional	\$0		
Attorneys	\$1,500		
Accountants	\$1,500		
Insurance	\$1,000		
Marketing / Mgt Consultants	\$0		
Design / Technical Consultants	\$2,500		
Advertising / Promotion	\$0		
other:	\$0		
other:	\$0		
subtotal			\$7,400
TOTAL Capital Costs			\$12,400
Working Capital Needs			\$50,599
Total Funds Required			\$62,999

input yellow fields

The monthly depreciation will be auto added to your income statements

total depreciable amount	\$3,500
monthly depreciation	\$58

three year working capital needs

\$50,599

Y.1 WC	Y.2 WC	Y.3 WC	2 months expenses
-\$50,599	-\$48,446	\$0	\$21,748

INPUT

You will need to input this value based upon the largest negative number from the cash flow line (until positive cash flow occurs).

VIEW all three years on the income statements to determine this amount or contact your instructor for assistance

If you have no negative cash flow I suggest you use the first two months expenses from C43+D43

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Source and Use of Funds

Sources and Uses of Funds			
Adapt Nihon			
Amount of Investor funds being sought this round:		\$64,000	
Investment by Principal(s):		\$30,000	
TOTAL SOURCE OF FUNDS :		\$94,000	
Uses of Funds			
Capital Expenditures			
Land, building and leasehold Improvements		\$0	
Purchase of Equipment/Furniture		\$3,500	
			\$3,500
Working Capital			
Materials, supplies and inventory		\$1,500	
Deposits, fees and professional ser		\$7,400	
			\$8,900
	total start-up costs		\$12,400
Three year working capital needs			\$50,599
Total Use of Funds			\$62,999
Cash Reserve:		\$31,001	

← Amount you are seeking from investors

← Amount you are contributing to venture

input yellow fields

These items are auto-populated

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Appendix

Year 1 Income Statement

INPUT values as appropriate for YELLOW categories.
 Non-Yellow categories values are automatically populated from other worksheets.
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Income Statement by MONTH																		
first year of operation																		
Adapt Nihon																		
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL	1st QTR	2nd QTR	3rd QTR	4th QTR	year
INCOME																		
Gross Sales	\$1,000	\$5,200	\$5,700	\$6,200	\$9,200	\$9,700	\$11,400	\$11,900	\$14,900	\$16,600	\$17,100	\$20,100	\$129,000	\$11,900	\$25,100	\$38,200	\$53,800	\$129,000
(Commissions)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(returns / allowances)	-\$20	-\$104	-\$114	-\$124	-\$184	-\$194	-\$228	-\$238	-\$298	-\$332	-\$342	-\$402	-\$2,580	-\$238	-\$502	-\$764	-\$1,076	-\$2,580
NET SALES	\$980	\$5,096	\$5,586	\$6,076	\$9,016	\$9,506	\$11,172	\$11,662	\$14,602	\$16,268	\$16,758	\$19,698	\$126,420	\$11,662	\$24,598	\$37,436	\$52,724	\$126,420
(Cost of Goods Sold)	-\$300	\$1,125	\$1,275	\$1,425	\$1,950	\$2,100	\$2,550	\$2,700	\$3,225	\$3,675	\$3,825	\$4,350	\$28,500	\$2,700	\$5,475	\$8,475	\$11,950	\$28,500
GROSS PROFIT	\$680	\$3,971	\$4,311	\$4,651	\$7,066	\$7,406	\$8,622	\$8,962	\$11,377	\$12,593	\$12,933	\$15,348	\$97,920	\$8,962	\$19,123	\$28,961	\$40,774	\$97,920
EXPENSES																		
Salaries & Wages	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$107,000	\$26,750	\$26,750	\$26,750	\$26,750	\$107,000
Employee Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$8,186	\$2,046	\$2,046	\$2,046	\$2,046	\$8,186
Professional Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800	\$1,200	\$1,200	\$1,200	\$1,200	\$4,800
Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equipment Rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Furniture & Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$700	\$175	\$175	\$175	\$175	\$700
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Telephone Svc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Office Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Postage / Ship Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing & Advertising exp	\$875	\$875	\$875	\$875	\$6,625	\$875	\$875	\$875	\$875	\$6,625	\$875	\$875	\$22,000	\$2,625	\$8,375	\$2,625	\$8,375	\$22,000
Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Technology	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL EXPENSES	\$10,932	\$10,932	\$10,932	\$10,932	\$16,682	\$10,932	\$10,932	\$10,932	\$10,932	\$16,682	\$10,932	\$10,932	\$142,686	\$32,796	\$38,546	\$32,796	\$38,546	\$142,686
EBIT (earnings b4 interest & ta)	-\$10,252	-\$6,961	-\$6,621	-\$6,281	-\$9,616	-\$3,526	-\$2,310	-\$1,970	\$445	-\$4,089	\$2,001	\$4,416	-\$44,766	-\$23,834	-\$19,423	-\$3,835	\$2,328	-\$44,766
Interest expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Income before Taxes	-\$10,252	-\$6,961	-\$6,621	-\$6,281	-\$9,616	-\$3,526	-\$2,310	-\$1,970	\$445	-\$4,089	\$2,001	\$4,416	-\$44,766	-\$23,834	-\$19,423	-\$3,835	\$2,328	-\$44,766
(Provision for income taxes)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
NET INCOME AFTER TAXES	(\$10,252)	(\$6,961)	(\$6,621)	(\$6,281)	(\$9,616)	(\$3,526)	(\$2,310)	(\$1,970)	\$445	(\$4,089)	\$2,001	\$4,416	(\$44,766)	(\$23,834)	(\$19,423)	(\$3,835)	\$2,328	(\$44,766)
summation of cash flows	-\$10,194	-\$17,097	-\$23,609	-\$29,882	-\$39,440	-\$42,908	-\$45,160	-\$47,071	-\$46,568	-\$50,599	-\$48,540	-\$44,066						
the largest negative number is your min WC need																		

Provision for income Taxes

US Corp tax rates **0%**
 This is automatically computed based upon your Net Income before Taxes
 Carry-over of losses is considered in the calculation

Year 2 Income Statement

Income Statement by MONTH													second year of operation												Adapt Nihon				
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL	1st QTR	2nd QTR	3rd QTR	4th QTR	year											
INCOME																													
Gross Sales	\$12,772	\$13,287	\$15,038	\$18,128	\$18,643	\$19,673	\$21,424	\$21,424	\$25,544	\$26,059	\$30,385	\$32,445	\$254,822	\$41,097	\$56,444	\$68,392	\$88,889	\$254,822											
(Commissions)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
(returns / allowances)	-\$253	-\$266	-\$301	-\$393	-\$393	-\$428	-\$428	-\$428	-\$511	-\$521	-\$608	-\$649	-\$5,096	-\$822	-\$1,129	-\$1,368	-\$1,778	-\$5,096											
NET SALES	\$12,517	\$13,021	\$14,737	\$17,735	\$18,270	\$19,288	\$20,996	\$20,996	\$25,033	\$25,538	\$29,777	\$31,796	\$249,726	\$40,275	\$55,315	\$67,024	\$87,111	\$249,726											
(Cost of Goods Sold)	\$2,938	\$3,090	\$3,254	\$4,094	\$4,249	\$4,561	\$5,124	\$5,124	\$6,077	\$6,232	\$7,081	\$7,802	\$60,023	\$9,579	\$13,004	\$16,236	\$21,115	\$60,023											
GROSS PROFIT	\$9,581	\$9,931	\$11,483	\$13,641	\$14,021	\$14,727	\$15,872	\$15,872	\$18,956	\$19,306	\$22,696	\$23,994	\$189,703	\$30,696	\$42,311	\$50,788	\$65,996	\$189,703											
EXPENSES																													
Salaries & Wages	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$107,000	\$26,750	\$26,750	\$26,750	\$26,750	\$107,000											
Employee Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Payroll Taxes	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$8,186	\$2,046	\$2,046	\$2,046	\$2,046	\$8,186											
Professional Services	\$0	\$0	\$150	\$0	\$0	\$150	\$0	\$0	\$150	\$0	\$0	\$150	\$600	\$150	\$150	\$150	\$150	\$600											
Rent	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800	\$1,200	\$1,200	\$1,200	\$1,200	\$4,800											
Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Equipment Rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Furniture & Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Depreciation	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$700	\$175	\$175	\$175	\$175	\$700											
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Telephone Svc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Office Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Postage / Shipping Expens	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Marketing & Advertising exp	\$1,375	\$1,375	\$1,375	\$1,375	\$1,375	\$1,375	\$1,375	\$1,375	\$1,375	\$1,375	\$1,375	\$1,375	\$28,000	\$4,125	\$9,875	\$4,125	\$9,875	\$28,000											
Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Technology	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
TOTAL EXPENSES	\$11,432	\$11,432	\$11,582	\$11,432	\$11,582	\$11,582	\$11,432	\$11,432	\$11,582	\$11,582	\$11,432	\$11,582	\$149,286	\$34,446	\$40,196	\$34,446	\$40,196	\$149,286											
EBIT (earnings b4 interest & ta	-\$1,851	-\$1,501	-\$398	\$2,239	-\$3,161	\$3,037	\$4,439	\$4,439	\$7,374	\$2,124	\$11,264	\$12,412	\$40,417	-\$3,750	\$2,115	\$16,252	\$25,800	\$40,417											
Interest expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Net Income before Taxes	-\$1,851	-\$1,501	-\$398	\$2,239	-\$3,161	\$3,037	\$4,439	\$4,439	\$7,374	\$2,124	\$11,264	\$12,412	\$40,417	-\$3,750	\$2,115	\$16,252	\$25,800	\$40,417											
(Provision for income taxes)	-\$389	-\$315	-\$84	\$470	-\$664	\$638	\$932	\$932	\$1,549	\$446	\$2,365	\$2,605	\$8,488	-\$788	\$444	\$3,413	\$5,418	\$8,488											
NET INCOME AFTER TAXES	(\$1,462)	(\$1,186)	(\$315)	\$1,769	(\$2,497)	\$2,399	\$3,507	\$3,507	\$5,825	\$1,678	\$8,899	\$9,805	\$31,929	(\$2,963)	\$1,671	\$12,839	\$20,382	\$31,929											
summation of cash flows	-\$45,858	-\$47,301	-\$47,641	-\$45,343	-\$48,446	-\$45,351	-\$40,853	-\$36,356	-\$28,924	-\$26,741	-\$15,419	-\$2,949																	
the largest negative number is your min WC need																													

Provision for income taxes for year 2 --->
 US Corp tax rates
 This is automatically computed based upon your Net Income before Taxes
 Carry-over of losses is considered in the calculation
21%

Year 3 Income Statement

Income Statement by MONTH													third year of operation												Adapt Nihon				
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL	1st QTR	2nd QTR	3rd QTR	4th QTR	year											
INCOME																													
Gross Sales	\$23,650	\$24,180	\$28,635	\$29,696	\$30,226	\$34,681	\$35,211	\$35,741	\$41,257	\$41,787	\$47,303	\$49,424	\$421,791	\$76,465	\$94,603	\$112,209	\$138,514	\$421,791											
(commissions)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
(returns / allowances)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
NET SALES	\$23,650	\$24,180	\$28,635	\$29,696	\$30,226	\$34,681	\$35,211	\$35,741	\$41,257	\$41,787	\$47,303	\$49,424	\$421,791	\$76,465	\$94,603	\$112,209	\$138,514	\$421,791											
(Cost of Goods Sold)	\$5,859	\$6,018	\$6,893	\$7,318	\$7,477	\$8,352	\$8,511	\$8,570	\$9,959	\$10,128	\$11,428	\$12,170	\$102,792	\$18,771	\$23,146	\$27,150	\$33,726	\$102,792											
GROSS PROFIT	\$17,791	\$18,162	\$21,742	\$22,378	\$22,749	\$26,329	\$26,700	\$27,071	\$31,288	\$31,659	\$35,875	\$37,254	\$318,999	\$57,694	\$71,457	\$85,059	\$104,788	\$318,999											
EXPENSES																													
Salaries & Wages	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$132,000	\$33,000	\$33,000	\$33,000	\$33,000	\$132,000											
Employee Benefits	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$5,040	\$1,260	\$1,260	\$1,260	\$1,260	\$5,040											
Payroll Taxes	\$842	\$842	\$842	\$842	\$842	\$842	\$842	\$842	\$842	\$842	\$842	\$842	\$10,098	\$2,523	\$2,523	\$2,523	\$2,523	\$10,098											
Professional Services	\$0	\$0	\$150	\$0	\$0	\$150	\$0	\$0	\$150	\$0	\$0	\$150	\$600	\$150	\$150	\$150	\$150	\$600											
Rent	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800	\$1,200	\$1,200	\$1,200	\$1,200	\$4,800											
Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Equipment Rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Furniture & Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Depreciation	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$700	\$175	\$175	\$175	\$175	\$700											
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Telephone Svc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Office Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Postage / Shipping Expens	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Marketing & Advertising ex	\$2,125	\$2,125	\$2,125	\$2,625	\$6,375	\$2,625	\$2,625	\$2,625	\$2,625	\$2,625	\$9,125	\$3,375	\$44,500	\$6,375	\$13,625	\$6,625	\$15,875	\$44,500											
Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Technology	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
TOTAL EXPENSES	\$14,645	\$14,645	\$14,995	\$15,345	\$21,095	\$15,495	\$15,995	\$15,995	\$15,745	\$21,645	\$16,095	\$16,245	\$197,738	\$44,685	\$51,935	\$46,935	\$54,185	\$197,738											
EBIT (earnings b4 interest & ta	\$2,946	\$3,317	\$6,747	\$7,034	\$1,655	\$10,834	\$11,105	\$11,476	\$15,543	\$9,814	\$19,781	\$21,009	\$121,261	\$13,010	\$														

Year 1 Marketing Budget

Monthly Marketing BUDGET																			
	first year of operation					Adapt Nihon						TOTAL	auto populated						
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV		DEC	1 QTR	2 QTR	3 QTR	4 QTR	yr total	
Professional Assistance																			
Marketing / PR	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Ad Agencies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Direct Mail Specialists	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Graphic/ WEB design	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Brochures / Flyers / Postcards	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Signs / Billboards	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Merchandise Displays	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sampling Premiums	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Media Advertising	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Print	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TV Radio	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Online	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$1,500	\$1,500	\$1,500	\$1,500	\$6,000
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Phone directories	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Advertising Specialties	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Direct Mail	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Website	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Development	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$450	\$450	\$450	\$450	\$1,800
Maintenance & Hosting	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$225	\$225	\$225	\$225	\$900
Trade Shows	\$0	\$0	\$0	\$0	\$2,500	\$0	\$0	\$0	\$0	\$2,500	\$0	\$0	\$0	\$0	\$0	\$2,500	\$0	\$2,500	\$5,000
fees & setup	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Travel / shipping	\$0	\$0	\$0	\$0	\$750	\$0	\$0	\$0	\$0	\$750	\$0	\$0	\$0	\$0	\$0	\$750	\$0	\$750	\$1,500
Exhibits / signs	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$500	\$0	\$500	\$1,000
P R / Marketing activities	\$0	\$0	\$0	\$0	\$2,000	\$0	\$0	\$0	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$2,000	\$0	\$2,000	\$4,000
Informal Marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Memberships	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$150	\$150	\$150	\$150	\$600
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Travel	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$300	\$300	\$300	\$300	\$1,200
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL EXPENSES	\$875	\$875	\$875	\$875	\$6,625	\$875	\$875	\$875	\$875	\$6,625	\$875	\$875	\$875	\$22,000	\$2,625	\$8,375	\$2,625	\$8,375	\$22,000

Year 2 Marketing Budget

Monthly Marketing BUDGET																			
	second year of operation					Adapt Nihon						TOTAL	auto populated year 2						
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV		DEC	1 QTR	2 QTR	3 QTR	4 QTR	yr total	
Professional Assistance																			
Marketing / PR	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Ad Agencies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Direct Mail Specialists	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Graphic/ WEB design	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Brochures / Flyers / Postcards	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Signs / Billboards	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Merchandise Displays	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sampling Premiums	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Media Advertising	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Print	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TV Radio	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Online	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$3,000	\$3,000	\$3,000	\$3,000	\$12,000
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Phone directories	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Advertising Specialties	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Direct Mail	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Website	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Development	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$450	\$450	\$450	\$450	\$1,800
Maintenance & Hosting	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$225	\$225	\$225	\$225	\$900
Trade Shows	\$0	\$0	\$0	\$0	\$2,500	\$0	\$0	\$0	\$0	\$2,500	\$0	\$0	\$0	\$0	\$0	\$2,500	\$0	\$2,500	\$5,000
fees & setup	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Travel / shipp	\$0	\$0	\$0	\$0	\$750	\$0	\$0	\$0	\$0	\$750	\$0	\$0	\$0	\$0	\$0	\$750	\$0	\$750	\$1,500
Exhibts / signs	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$500	\$0	\$500	\$1,000
P R / Marketing activities	\$0	\$0	\$0	\$0	\$2,000	\$0	\$0	\$0	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$2,000	\$0	\$2,000	\$4,000
Informal Marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Memberships	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$150	\$150	\$150	\$150	\$600
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Travel:	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$300	\$300	\$300	\$300	\$1,200
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL EXPENSES	\$1,375	\$1,375	\$1,375	\$1,375	\$7,125	\$1,375	\$1,375	\$1,375	\$1,375	\$7,125	\$1,375	\$1,375	\$1,375	\$28,000	\$4,125	\$9,875	\$4,125	\$9,875	\$28,000

Year 3 Marketing Budget

Monthly Marketing BUDGET	third year of operation												TOTAL	auto populated yr 3				
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC		USED TO CREATE QTR REPORTS				
													1 QTR	2 QTR	3 QTR	4 QTR	yr total	
Professional Assistance																		
Marketing / PR	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Ad Agencies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Direct Mail Specialists	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Graphic/ WEB design	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Brochures / Flyers / Postcards	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Signs / Billboards	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Merchandise Displays	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sampling Premiums	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Media Advertising	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Print	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TV Radio	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Online	\$1,750	\$1,750	\$1,750	\$2,250	\$2,250	\$2,250	\$2,500	\$2,500	\$2,500	\$3,000	\$3,000	\$3,000	\$28,500	\$5,250	\$6,750	\$7,500	\$9,000	\$28,500
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Phone directories	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Advertising Specialties	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Direct Mail	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Website	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Development	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800	\$450	\$450	\$450	\$450	\$1,800
Maintenance & Hosting	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$900	\$225	\$225	\$225	\$225	\$900
Trade Shows	\$0	\$0	\$0	\$0	\$2,500	\$0	\$0	\$0	\$0	\$2,500	\$0	\$0	\$5,000	\$0	\$2,500	\$0	\$2,500	\$5,000
fees & setup	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Travel / shipp	\$0	\$0	\$0	\$0	\$750	\$0	\$0	\$0	\$0	\$750	\$0	\$0	\$1,500	\$0	\$750	\$0	\$750	\$1,500
Exhibts / signs	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$1,000	\$0	\$500	\$0	\$500	\$1,000
P R / Marketing activities	\$0	\$0	\$0	\$0	\$2,000	\$0	\$0	\$0	\$0	\$2,000	\$0	\$0	\$4,000	\$0	\$2,000	\$0	\$2,000	\$4,000
Informal Marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Memberships	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600	\$150	\$150	\$150	\$150	\$600
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Travel:	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200	\$300	\$300	\$300	\$300	\$1,200
Other:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL EXPENSES	\$2,125	\$2,125	\$2,125	\$2,625	\$8,375	\$2,625	\$2,875	\$2,875	\$2,875	\$9,125	\$3,375	\$3,375	\$44,500	\$6,375	\$13,625	\$8,625	\$15,875	\$44,500

Year 1 Staffing Budget

first year of operations														qtr data auto compute					
														do not modify					
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL	1 QTR	2nd QTR	3rd QTR	4th QTR	total year	
management (Founder)																			
# employees	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Wages & Salary	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$65,000	\$16,250	\$16,250	\$16,250	\$16,250	\$65,000
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$4,973	\$1,243	\$1,243	\$1,243	\$1,243	\$4,973
TOTAL	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$69,973	\$17,493	\$17,493	\$17,493	\$17,493	\$69,973
administration Support																			
# employees	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wages & Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing Coordinator																			
# employees	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Wages & Salary	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$42,000	\$10,500	\$10,500	\$10,500	\$10,500	\$42,000
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$3,213	\$803	\$803	\$803	\$803	\$3,213
TOTAL	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$45,213	\$11,303	\$11,303	\$11,303	\$11,303	\$45,213
other																			
# employees	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wages & Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
other																			
# employees	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wages & Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	# employees	2	2	2	2	2	2	2	2	2	2	2	2	\$107,000	\$26,750	\$26,750	\$26,750	\$26,750	\$107,000
Wages & Salary	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$107,000	\$26,750	\$26,750	\$26,750	\$26,750	\$107,000
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$8,186	\$2,046	\$2,046	\$2,046	\$2,046	\$8,186
TOTAL COSTS	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$115,186	\$28,796	\$28,796	\$28,796	\$28,796	\$115,186

BELOW - For each year, complete the variables (annual salary, and percents)
ABOVE - For each year, complete the number of employees for each category, for each month.
 Changing the type of employee NAME ABOVE (light yellow) will change the name on all worksheets.

management (Founder)	
Wages & Salary	65,000 Input per yr average cost per mgt
Benefits	0% input % - auto compute
Payroll Taxes	7.65% input % - auto compute
administration Support	
Wages & Salary	0 Input per yr average cost per emp
Benefits	0% input % - auto compute
Payroll Taxes	7.65% input % - auto compute
Marketing Coordinator	
Wages & Salary	42,000 Input per yr average cost per sales
Benefits	0% input % - auto compute
Payroll Taxes	7.65% input % - auto compute
other	
Wages & Salary	0 Input per yr average cost per oper emp
Benefits	0% input % - auto compute
Payroll Taxes	7.65% input % - auto compute
other	
Wages & Salary	0 Input per yr average cost per
Benefits	0% input % - auto compute
Payroll Taxes	7.65% input % - auto compute

(6.2%SSN and 1.45% medicare)
 (once you get to 5 employees, must pay unemployment and workmen's comp insurance +6% minimum)

Year 2 Staffing Budget

(second year of operation)													qtr data auto compute do not modify						
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL	1 QTR	2nd QTR	3rd QTR	4th QTR	total year	
management (Founder)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Wages & Salary	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$65,000	\$16,250	\$16,250	\$16,250	\$16,250	\$65,000	
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Payroll Taxes	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$4,972	\$1,243	\$1,243	\$1,243	\$1,243	\$4,972	
TOTAL	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$69,972	\$17,493	\$17,493	\$17,493	\$17,493	\$69,972	
administration Support	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Wages & Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Marketing Coordinator	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Wages & Salary	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$42,000	\$10,500	\$10,500	\$10,500	\$10,500	\$42,000	
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Payroll Taxes	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$3,213	\$803	\$803	\$803	\$803	\$3,213	
TOTAL	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$45,213	\$11,303	\$11,303	\$11,303	\$11,303	\$45,213	
other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Wages & Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Wages & Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
other	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
Wages & Salary	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$8,917	\$107,000	\$26,750	\$26,750	\$26,750	\$26,750	\$107,000	
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Payroll Taxes	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$682	\$8,186	\$2,046	\$2,046	\$2,046	\$2,046	\$8,186	
TOTAL COSTS	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$9,599	\$115,186	\$28,796	\$28,796	\$28,796	\$28,796	\$115,186	

management (Founder)	65,000	input per yr average cost per mgt
Wages & Salary	0%	input % - auto compute
Benefits	7.65%	input % - auto compute
Payroll Taxes		(6.2%SSN and 1.45% medicare)
administration Support	0	input per yr average cost per emp
Wages & Salary	0%	input % - auto compute
Benefits	7.65%	input % - auto compute
Payroll Taxes		(once you get to 5 employees, must pay unemployment and workmen's comp insurance +6% minimum)
Marketing Coordinator	42,000	input per yr average cost per sales
Wages & Salary	0%	input % - auto compute
Benefits	7.65%	input % - auto compute
Payroll Taxes		
other	0	input per yr average cost per oper emp
Wages & Salary	0%	input % - auto compute
Benefits	7.65%	input % - auto compute
Payroll Taxes		
other	0	input per yr average cost per
Wages & Salary	0%	input % - auto compute
Benefits	7.65%	input % - auto compute
Payroll Taxes		

Year 3 Staffing Budget

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL	1 QTR	2nd QTR	3rd QTR	4th QTR	total year	
management (Founder)																			
# employees	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Wages & Salary	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$16,250	\$16,250	\$16,250	\$16,250	\$65,000	
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$414	\$1,243	\$1,243	\$1,243	\$1,243	\$4,973	
TOTAL	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$5,831	\$17,493	\$17,493	\$17,493	\$17,493	\$69,973	
administration Support																			
# employees	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Wages & Salary	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$6,250	\$6,250	\$6,250	\$6,250	\$25,000	
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$159	\$159	\$159	\$159	\$159	\$159	\$159	\$159	\$159	\$159	\$159	\$159	\$159	\$478	\$478	\$478	\$478	\$1,913	
TOTAL	\$2,243	\$2,243	\$2,243	\$2,243	\$2,243	\$2,243	\$2,243	\$2,243	\$2,243	\$2,243	\$2,243	\$2,243	\$2,243	\$6,728	\$6,728	\$6,728	\$6,728	\$26,913	
Marketing Coordinator																			
# employees	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Wages & Salary	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$10,500	\$10,500	\$10,500	\$10,500	\$42,000	
Benefits	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$1,260	\$1,260	\$1,260	\$1,260	\$5,040	
Payroll Taxes	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$268	\$803	\$803	\$803	\$803	\$3,213	
TOTAL	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$12,563	\$12,563	\$12,563	\$12,563	\$50,253	
other																			
# employees	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wages & Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
other																			
# employees	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wages & Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
other																			
# employees	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Wages & Salary	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$33,000	\$33,000	\$33,000	\$33,000	\$132,000	
Benefits	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$1,260	\$1,260	\$1,260	\$1,260	\$5,040	
Payroll Taxes	\$942	\$942	\$942	\$942	\$942	\$942	\$942	\$942	\$942	\$942	\$942	\$942	\$942	\$2,826	\$2,826	\$2,826	\$2,826	\$10,998	
TOTAL COSTS	\$12,262	\$12,262	\$12,262	\$12,262	\$12,262	\$12,262	\$12,262	\$12,262	\$12,262	\$12,262	\$12,262	\$12,262	\$12,262	\$36,785	\$36,785	\$36,785	\$36,785	\$147,138	

management (Founder)		
Wages & Salary	65,000	input per yr average cost per mgt
Benefits	0%	input % - auto compute
Payroll Taxes	7.65%	input % - auto compute (6.2%SSN and 1.45% medicare) (once you get to 5 employees, must pay unemployment and workmen's comp insurance +6% minimum)
administration Support		
Wages & Salary	25,000	input per yr average cost per emp
Benefits	0%	input % - auto compute
Payroll Taxes	7.65%	input % - auto compute
Marketing Coordinator		
Wages & Salary	42,000	input per yr average cost per sales
Benefits	12%	input % - auto compute
Payroll Taxes	7.65%	input % - auto compute
other		
Wages & Salary	0	input per yr average cost per oper emp
Benefits	0%	input % - auto compute
Payroll Taxes	7.65%	input % - auto compute
other		
Wages & Salary	0	input per yr average cost per
Benefits	0%	input % - auto compute
Payroll Taxes	7.65%	input % - auto compute