ADATUM CORPORATION

# Small business cash flow projection

| | |
|---|---|
| **Starting date** | Jan-23 |
| **Cash balance alert minimum** | |

| | Beginning | Jan-xx | Feb-xx | Mar-xx | Apr-xx | May-xx | Jun-xx | Jul-xx | Aug-xx | Sep-xx | Oct-xx | Nov-xx | Dec-xx | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Cash on hand (beginning of month)** | 0 | 0 | -14,358 | -32,997 | 15,198 | 33,044 | 38,106 | 9,829 | 22,439 | 35,049 | 47,659 | 60,269 | 72,879 | |

| **CASH RECEIPTS** | | Jan-xx | Feb-xx | Mar-xx | Apr-xx | May-xx | Jun-xx | Jul-xx | Aug-xx | Sep-xx | Oct-xx | Nov-xx | Dec-xx | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cash sales | | 12,951 | 20,350 | 94,581 | 157,658 | 81,124 | 103,304 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 1,069,968 |
| Returns and allowances (budget 1%) | | 158 | 20 | 73 | 132 | 22 | 545 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 6,951 |
| Collections on accounts receivable | | | | | | | | | | | | | | 0 |
| Interest, other income | | | | | | | | | | | | | | 0 |
| Loan proceeds | | | | | | 38,000 | | | | | | | | 38,000 |
| Owner contributions | | | | | | | | | | | | | | 0 |
| **TOTAL CASH RECEIPTS** | | 12,793 | 20,330 | 94,508 | 157,526 | 119,102 | 102,758 | 99,000 | 99,000 | 99,000 | 99,000 | 99,000 | 99,000 | 1,101,017 |
| **Total cash available** | 0 | 12,793 | 5,972 | 61,511 | 172,724 | 152,146 | 140,865 | 108,829 | 121,439 | 134,049 | 146,659 | 159,269 | 171,879 | |

| **CASH PAID OUT (12 month average)** | | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Jul-xx | Aug-xx | Sep-xx | Oct-xx | Nov-xx | Dec-xx | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Advertising | | 879 | 2,671 | 4,306 | 36,029 | 18,784 | 7,142 | 5,818 | 5,818 | 5,818 | 5,818 | 5,818 | 5,818 | 104,716 |
| Commissions and fees | | 227 | 201 | 619 | | 2,245 | 2,416 | 476 | 476 | 476 | 476 | 476 | 476 | 8,561 |
| Consultation Services | | 595 | | 550 | 3,581 | 10,330 | 8,698 | 1,980 | 1,980 | 1,980 | 1,980 | 1,980 | 1,980 | 35,631 |
| Computer & Internet | | 195 | 2,399 | 700 | 2,016 | 1,465 | 958 | 644 | 644 | 644 | 644 | 644 | 644 | 11,599 |
| Insurance (other than health) | | 415 | 415 | | 2,889 | 1,422 | | 428 | 428 | 428 | 428 | 428 | 428 | 7,712 |
| Interest expense | | 329 | 289 | 340 | 146 | | | 92 | 92 | 92 | 92 | 92 | 92 | 1,656 |
| Materials and supplies (in COGS) | | 14,722 | 1,545 | 15,060 | 42,704 | 38,656 | 65,281 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 417,968 |
| Meals and entertainment | | | | 144 | 28 | 57 | 132 | 100 | 100 | 100 | 100 | 100 | 100 | 960 |
| Legal Expense | | 2,000 | | 2,500 | 4,900 | | 4,950 | 1,196 | 1,196 | 1,196 | 1,196 | 1,196 | 1,196 | 21,525 |
| Office expense | | 156 | 213 | 878 | 850 | 501 | 204 | 234 | 234 | 234 | 234 | 234 | 234 | 4,205 |
| Professional Fees | | 1,460 | 85 | | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 19,545 |
| Subscriptions | | 30 | 172 | | | 100 | | 25 | 25 | 25 | 25 | 25 | 25 | 453 |
| Travel | | | 62 | | | | 2,961 | 252 | 252 | 252 | 252 | 252 | 252 | 4,535 |
| Logo & Graphic Design | | | | 1,029 | 4,894 | 1,029 | 2,058 | 751 | 751 | 751 | 751 | 751 | 751 | 13,515 |
| Website | | | 900 | 652 | 3,403 | 3,633 | 2,773 | 947 | 947 | 947 | 947 | 947 | 947 | 17,041 |
| Charitable Donations | | | | | | | | | | | | | | 0 |
| Supplies (not in COGS) | | | | | | | | | | | | | | 0 |
| Taxes and licenses | | | | 16 | 250 | 778 | 161 | 100 | 100 | 100 | 100 | 100 | 100 | 1,808 |
| Travel | | | | | 529 | 534 | 2,961 | 335 | 335 | 335 | 335 | 335 | 335 | 6,035 |
| Utilities | | 62 | | 62 | 62 | | 63 | 63 | 63 | 63 | 63 | 63 | 63 | 627 |
| Venmo Payments | | 2,200 | 1,100 | 840 | 4,589 | 1,018 | | 812 | 812 | 812 | 812 | 812 | 812 | 14,622 |
| Bank Fee | | | 64 | 50 | 262 | 55 | 25 | 38 | 38 | 38 | 38 | 38 | 38 | 684 |
| Merchant Fees | | | 62 | 67 | 407 | 402 | 254 | 99 | 99 | 99 | 99 | 99 | 99 | 1,790 |
| Gas & Fuel | | | | | | | | | | | | | | 0 |
| Miscellaneous | | 16 | | | 140 | 32 | | | | | | | | 188 |
| **SUBTOTAL** | | 23,287 | 10,178 | 27,813 | 109,680 | 83,040 | 103,036 | 56,390 | 56,390 | 56,390 | 56,390 | 56,390 | 56,390 | 695,374 |
| **CASH PAID OUT** | | **Jan-xx** | **Feb-xx** | **Mar-xx** | **Apr-xx** | **May-xx** | **Jun-xx** | **Jul-xx** | **Aug-xx** | **Sep-xx** | **Oct-xx** | **Nov-xx** | **Dec-xx** | **Total** |
| Loan principal payment | | 15,536 | 22,480 | 13,500 | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 231,516 |
| Capital purchases | | | | | | | | | | | | | | 0 |
| Other startup costs | | | | | | | | | | | | | | 0 |
| To reserve and/or escrow | | | | | | | | | | | | | | 0 |
| Owners' withdrawal | | 1,121 | 6,311 | 5,000 | 10,000 | 11,000 | 8,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 101,432 |
| **TOTAL CASH PAID OUT** | | 27,151 | 38,969 | 46,313 | 139,680 | 114,040 | 131,036 | 86,390 | 86,390 | 86,390 | 86,390 | 86,390 | 86,390 | 988,378 |
| **Cash on hand (end of month)** | 0 | -14,358 | -32,997 | 15,198 | 33,044 | 38,106 | 9,829 | 22,439 | 35,049 | 47,659 | 60,269 | 72,879 | 85,489 | |

| **OTHER OPERATING DATA** | | Jan-xx | Feb-xx | Mar-xx | Apr-xx | May-xx | Jun-xx | Jul-xx | Aug-xx | Sep-xx | Oct-xx | Nov-xx | Dec-xx | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Sales volume (dollars) | | | | | | | | | | | | | | 0 |
| Accounts receivable balance | | | | | | | | | | | | | | 0 |
| Bad debt balance | | | | | | | | | | | | | | 0 |
| Inventory on hand | | | | | | | | | | | | | | 0 |
| Accounts payable balance | | | | | | | | | | | | | | 0 |
| Depreciation | | | | | | | | | | | | | | 0 |