

My First Company, LLC

Assumptions Report

3/23/2010

List of Drivers included in Long Range Plan for My First Company, LLC

Plan starts on March 1, 2010 and ends on December 31, 2014

Reporting Fiscal Periods

Fiscal Year 1	Jan-10	through	Dec-10
Fiscal Year 2	Jan-11	through	Dec-11
Fiscal Year 3	Jan-12	through	Dec-12
Fiscal Year 4	Jan-13	through	Dec-13
Fiscal Year 5	Jan-14	through	Dec-14

1Q FY 1	Jan-10	through	Mar-10
2Q FY 1	Apr-10	through	Jun-10
3Q FY 1	Jul-10	through	Sep-10
4Q FY 1	Oct-10	through	Dec-10

Selling Profiles used in this Long Range Plan are as follows:

Profile 01: Custom Profile THREE, with MAXIMUM monthly sales of 24,000 units

Profile 02: Custom Profile THREE, with MAXIMUM monthly sales of 360 units

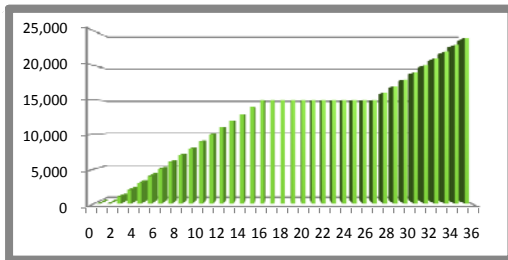
Profile 03: Custom Profile THREE, with MAXIMUM monthly sales of 300 units

Profile 04: Custom Profile FOUR, with MAXIMUM monthly sales of 30 units

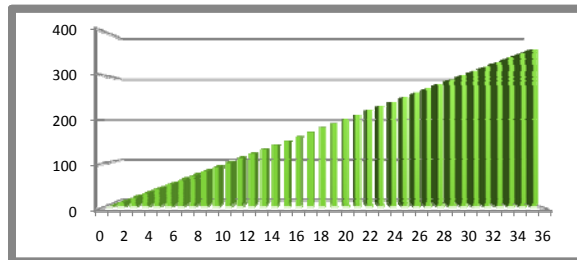
Profile 05: Custom Profile FIVE, with MAXIMUM monthly sales of 0 units

Profile 06: Custom Profile SIX, with MAXIMUM monthly sales of 350 units

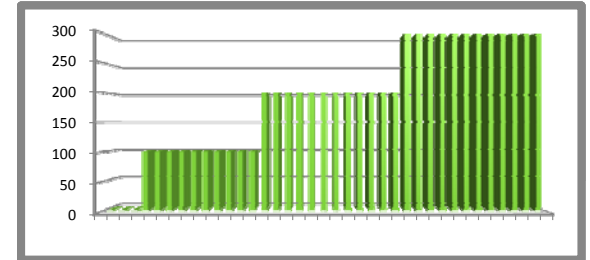
Monthly Quantities SOLD per Selling Profile



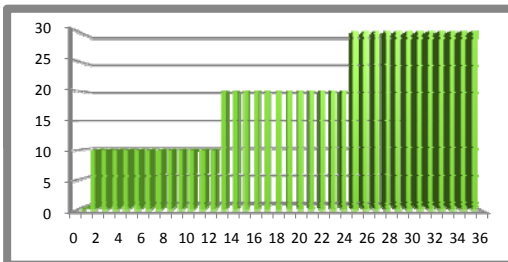
Profile 01: Product 1
5 Sales Reps use Profile 01



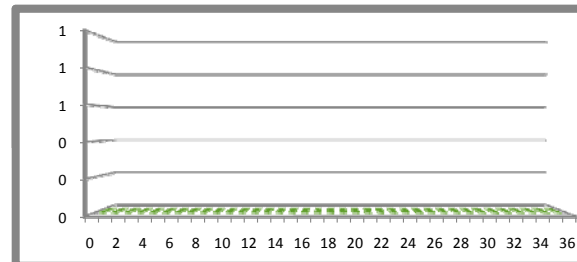
Profile 02: Product 2
5 Sales Reps use Profile 02



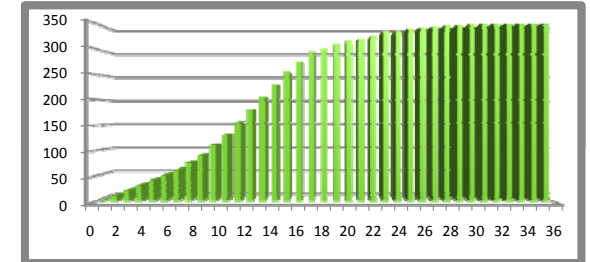
Profile 03: Prod 3
3 Sales Reps use Profile 03



Profile 04: p4
2 Sales Reps use Profile 04



Profile 05: Product 5
0 Sales Reps use Profile 05



Profile 06: Prod SIX
2 Sales Reps use Profile 06

My First Company, LLC

Sale, Cost and Material Margin % per Unit and for Total Company

Profile 1. Custom Profile ONE

Profile Name: **Product 1**

Reporting Period	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
Starting on:	January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
Sale (\$)	\$12.00	\$13.00	\$10.00	\$9.50	\$9.00
Cost (\$)	\$5.00	\$5.00	\$4.00	\$4.25	\$4.00
Material Margin %	58.3%	61.5%	60.0%	55.3%	55.6%
Total Units Sold					

Total Company

Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
\$1,140,000	\$6,581,250	\$8,852,500	\$12,561,375	\$13,614,750
\$475,000	\$2,531,250	\$3,541,000	\$5,619,563	\$6,051,000
58.3%	61.5%	60.0%	55.3%	55.6%
95,000	506,250	885,250	1,322,250	1,512,750

Profile 2. Custom Profile TWO

Profile Name: **Product 2**

Reporting Period	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
Starting on:	January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
Sale (\$)	\$200.00	\$200.00	\$210.00	\$225.00	\$245.00
Cost (\$)	\$100.00	\$110.00	\$120.00	\$130.00	\$140.00
Material Margin %	50.0%	45.0%	42.9%	42.2%	42.9%
Total Units Sold					

Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
\$186,000	\$996,000	\$2,176,440	\$3,951,450	\$5,356,680
\$93,000	\$547,800	\$1,243,680	\$2,283,060	\$3,060,960
50.0%	45.0%	42.9%	42.2%	42.9%
930	4,980	10,364	17,562	21,864

Profile 3. Custom Profile THREE

Profile Name: **Prod 3**

Reporting Period	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
Starting on:	January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
Sale (\$)	\$200.00	\$200.00	\$240.00	\$240.00	\$240.00
Cost (\$)	\$100.00	\$100.00	\$120.00	\$120.00	\$120.00
Material Margin %	50.0%	50.0%	50.0%	50.0%	50.0%
Total Units Sold					

Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
\$0	\$560,000	\$1,716,000	\$2,604,000	\$2,808,000
\$0	\$280,000	\$858,000	\$1,302,000	\$1,404,000
N/A	50.0%	50.0%	50.0%	50.0%
0	2,800	7,150	10,850	11,700

Profile 4. Custom Profile FOUR

Profile Name: **p4**

Reporting Period	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
Starting on:	January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
Sale (\$)	\$4,100.00	\$4,200.00	\$4,300.00	\$4,400.00	\$4,500.00
Cost (\$)	\$2,050.00	\$2,100.00	\$2,150.00	\$2,200.00	\$2,250.00
Material Margin %	50.0%	50.0%	50.0%	50.0%	50.0%
Total Units Sold					

Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
\$0	\$0	\$240,800	\$1,724,800	\$3,276,000
\$0	\$0	\$120,400	\$862,400	\$1,638,000
N/A	N/A	50.0%	50.0%	50.0%
0	0	56	392	728

Profile 5. Custom Profile FIVE

Profile Name: **Product 5**

Reporting Period	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
Starting on:	January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
Sale (\$)	\$200.00	\$190.00	\$180.00	\$170.00	\$160.00
Cost (\$)	\$100.00	\$90.00	\$80.00	\$70.00	\$60.00
Material Margin %	50.0%	52.6%	55.6%	58.8%	62.5%
Total Units Sold					

Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0
N/A	N/A	N/A	N/A	N/A
0	0	0	0	0

Profile 6. Custom Profile SIX

Profile Name: **Prod SIX**

Reporting Period	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
Starting on:	January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
Sale (\$)	\$400.00	\$440.00	\$450.00	\$450.00	\$450.00
Cost (\$)	\$180.00	\$175.00	\$170.00	\$170.00	\$170.00
Material Margin %	55.0%	60.2%	62.2%	62.2%	62.2%
Total Units Sold					

Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
January - 2010	January - 2011	January - 2012	January - 2013	January - 2014
\$0	\$0	\$0	\$664,200	\$3,418,200
\$0	\$0	\$0	\$250,920	\$1,291,320
N/A	N/A	N/A	62.2%	62.2%
0	0	0	1,476	7,596

My First Company, LLC

Revenue Drivers

Sale Rep Hiring Plan

Identifying Name/Position	Sls Rep I/D	Sales Profile	Base Salary	Selling Index %	Precedent Driver and Months Lag	Start Date	End Date	Hiring Fee
John Roberts	SR 1	P 01	60,000	100%	0 Month(s) after Plan Start	Mar-10	Feb-15	\$0
Executive Sales Rep	SR 2	P 01	75,000	125%	2 Months after Emp SR 1 starts	May-10	Apr-15	\$10,000
Senior Sales Rep	SR 3	P 01	65,000	100%	2 Months after Emp SR 2 starts	Jul-10	Jun-15	\$0
Sales Rep	SR 4	P 02	50,000	100%	2 Months after Emp SR 1 starts	May-10	Apr-15	\$0
Senior Sales Rep	SR 5	P 02	65,000	100%	0 Months after Emp SR 4 starts	May-10	Apr-15	\$0
Executive Sales Rep	SR 6	P 02	75,000	100%	2 Months after Emp SR 4 starts	Jul-10	Jun-15	\$10,000
Sales Rep	SR 7	P 03	55,000	100%	4 Months after Emp SR 6 starts	Nov-10	Oct-15	\$0
Executive Sales Rep	SR 8	P 03	75,000	125%	4 Months after Emp SR 7 starts	Mar-11	Feb-16	\$10,000
Senior Sales Rep	SR 9	P 03	65,000	100%	4 Months after Emp SR 8 starts	Jul-11	Jun-16	\$0
Senior Sales Rep	SR 10	P 01	65,000	100%	4 Months after Emp SR 8 starts	Jul-11	Jun-16	\$0
Executive Sales Rep	SR 11	P 01	75,000	125%	4 Months after Emp SR 10 starts	Nov-11	Oct-16	\$0
N W Region	SR 12	P 02	75,000	140%	4 Months after Emp SR 11 starts	Mar-12	Feb-17	\$0
Executive Sales Rep	SR 13	P 02	75,000	140%	4 Months after Emp SR 12 starts	Jul-12	Jun-17	\$0
Executive Sales Rep	SR 14	P 04	75,000	140%	4 Months after Emp SR 13 starts	Nov-12	Oct-17	\$0
Executive Sales Rep	SR 15	P 04	75,000	140%	0 Months after Emp SR 14 starts	Nov-12	Oct-17	\$0
Southern Region	SR 16	P 06	75,000	140%	4 Months after Emp SR 15 starts	Mar-13	Feb-18	\$0
Executive Sales Rep	SR 17	P 06	75,000	100%	0 Months after Emp SR 16 starts	Mar-13	Feb-18	\$0
Another One	SR 18	P	0	0%	Months after Emp starts			\$0

Sales Rep Revenue (\$000) and Headcount by Quarter

Reporting Period	1Q Y1	2Q Y1	3Q Y1	4Q Y1	1Q Y2	2Q Y2	3Q Y2	4Q Y2	1Q Y3	2Q Y3	3Q Y3	4Q Y3	1Q Y4	2Q Y4	3Q Y4	4Q Y4	1Q Y5	2Q Y5	3Q Y5	4Q Y5
Month Ending	Mar-10	Jun-10	Sep-10	Dec-10	Mar-11	Jun-11	Sep-11	Dec-11	Mar-12	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13	Dec-13	Mar-14	Jun-14	Sep-14	Dec-14
Profile 01 Headcount @ EOP	1	2	3	3	3	3	4	5	5	5	5	5	5	5	5	5	5	5	5	5
Total Sales for Profile 01	(\$000)	\$87	\$351	\$702	\$1,141	\$1,521	\$1,846	\$2,074	\$1,785	\$1,998	\$2,318	\$2,753	\$2,978	\$3,156	\$3,185	\$3,242	\$3,186	\$3,368	\$3,497	\$3,564
Profile 02 Headcount @ EOP		2	3	3	3	3	3	3	4	4	5	5	5	5	5	5	5	5	5	5
Total Sales for Profile 02	(\$000)	12	60	114	168	222	276	330	406	486	587	697	864	968	1,031	1,088	1,247	1,308	1,370	1,432
Profile 03 Headcount @ EOP				1	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Total Sales for Profile 03	(\$000)			60	110	155	235	336	396	468	516	570	630	702	702	702	702	702	702	702
Profile 04 Headcount @ EOP									2	2	2	2	2	2	2	2	2	2	2	2
Total Sales for Profile 04	(\$000)								241	370	370	370	616	756	756	756	1,008			
Profile 05 Headcount @ EOP																				
Total Sales for Profile 05	(\$000)																			
Profile 06 Headcount @ EOP													2	2	2	2	2	2	2	2
Total Sales for Profile 06	(\$000)												11	97	200	356	583	821	977	1,037
Sales from Adv/Mkt Programs	(\$000)		10	48	60	80	90	120	135	165	180	180	180	180	180	180	180	180	180	180
Company Sales	(\$000)	99	421	864	1,429	1,933	2,367	2,759	2,662	3,045	3,553	4,386	4,973	5,401	5,668	6,184	6,654	7,135	7,482	7,923
Sales Rep Headcount	1	4	6	7	8	8	10	11	12	12	13	15	17	17	17	17	17	17	17	17

My First Company, LLC

Headcount Plan

Operations Department

Employees

Plan for Operations Department Employees is as follows:

Employee Name/ID/Position	Emp Code	Annual Salary	Precedent Driver and Months Lag	Start Date	Duration (Months)	End Date	Fee
Operations Manager	OPS 1	\$80,000	6 Month(s) after Plan Start	September-10	60	Through end of Plan	\$0
Operations Clerk	OPS 2	\$45,000	2 Month(s) after Employee OPS 1 Starts	November-10	60	Through end of Plan	\$0
Material Manager	OPS 3	\$75,000	When Sales = \$1 Million	July-10	60	Through end of Plan	\$0
Materials Technician	OPS 4	\$50,000	When Sales = \$3 Million	November-10	60	Through end of Plan	\$0
Materials Technician	OPS 5	\$50,000	When Sales = \$6 Million	March-11	60	Through end of Plan	\$0
Operations Clerk	OPS 6	\$45,000	6 Month(s) after Employee OPS 5 Starts	September-11	60	Through end of Plan	\$0
Logistics Manager	OPS 7	\$80,000	6 Month(s) after Employee OPS 6 Starts	March-12	60	Through end of Plan	\$0
Operations Clerk	OPS 8	\$45,000	When Sales Reps =8	March-11	60	Through end of Plan	\$0

Contract Employees

Plan for Operations Department Contract Employees is as follows:

Employee Name/ID/Position	Emp Code	Annual Salary	Precedent Driver and Months Lag	Start Date	Duration (Months)	End Date	Fee
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My First Company, LLC

Headcount Plan

Sales & Marketing Department

Employees		Plan for Sales & Marketing Department Employees is as follows:						
Employee Name/ID/Position	Emp Code	Annual Salary	Precedent Driver and Months Lag	Start Date	Duration (Months)	End Date	Fee	
Marketing Manager	S&M 1	\$85,000	7 Month(s) after Plan Start	October-10	60	Through end of Plan	\$0	
Marketing Assistant	S&M 2	\$45,000	1 Month(s) after Employee S&M 1 Starts	November-10	60	After Plan End	\$0	
Customer Service 1	S&M 3	\$50,000	1 Month(s) after Employee SR 1 Starts	April-10	60	After Plan End	\$0	
V P Sales	S&M 4	\$100,000	2 Month(s) after Employee SR 1 Starts	May-10	60	After Plan End	\$20,000	
Customer Service 2	S&M 5	\$50,000	When Sales = \$2 Million	September-10	60	After Plan End	\$0	
Customer Service 3	S&M 6	\$50,000	When Sales = \$4 Million	December-10	60	After Plan End	\$0	
Customer Service 4	S&M 7	\$50,000	When Sales = \$8 Million	June-11	60	After Plan End	\$0	
Customer Service 5	S&M 8	\$50,000	When Sales = \$14 Million	August-12	60	After Plan End	\$0	
Customer Service 6	S&M 9	\$50,000	When Sales = \$20 Million	March-13	60	After Plan End	\$0	
Customer Service 7	S&M 10	\$50,000	When Sales = \$28 Million	May-14	60	After Plan End	\$0	
Contract Employees		Plan for Sales & Marketing Department Contract Employees is as follows:						
Employee Name/ID/Position	Emp Code	Annual Salary	Precedent Driver and Months Lag	Start Date	Duration (Months)	End Date	Fee	
Marketing Intern	TE 11	\$3,500	12 Month(s) after Plan Start	March-11	9	November-11	\$0	
Marketing Intern	TE 12	\$4,000	24 Month(s) after Plan Start	March-12	9	November-12	\$0	
Marketing Intern	TE 13	\$4,000	36 Month(s) after Plan Start	March-13	9	November-13	\$0	

My First Company, LLC

Headcount Plan

General & Administrative Department

Employees

Plan for General & Administrative Department Employees is as follows:

Employee Name/ID/Position	Emp Code	Annual Salary	Precedent Driver and Months Lag	Start Date	Duration (Months)	End Date	Fee
Bryan Smith	G&A 1	\$50,000	0 Month(s) after Plan Start	March-10	24	February-12	\$0
Bryan Smith	G&A 2	\$100,000	24 Month(s) after Employee G&A 1 Starts	March-12	60	After Plan End	\$0
Office Manager	G&A 3	\$50,000	0 Month(s) after Plan Start	March-10	60	After Plan End	\$0
General Clerk	G&A 4	\$45,000	9 Month(s) after Employee G&A 3 Starts	December-10	60	After Plan End	\$0
Accountant	G&A 5	\$70,000	When Sales = \$1 Million	July-10	60	After Plan End	\$0
I T Manager	G&A 6	\$90,000	4 Month(s) after Plan Start	July-10	60	After Plan End	\$0
C F O	G&A 7	\$120,000	When Sales = \$5 Million	January-11	60	After Plan End	\$0
H R Manager	G&A 8	\$70,000	24 Month(s) after Employee TE 22 Starts	September-12	60	After Plan End	\$0
Accounting Clerk	G&A 9	\$45,000	When Sales = \$12 Million	May-12	60	After Plan End	\$0
Accounting Clerk	G&A 10	\$45,000	When Sales = \$24 Million	November-13	60	After Plan End	\$0

Contract Employees

Plan for General & Administrative Department Contract Employees is as follows:

Employee Name/ID/Position	Emp Code	Annual Salary	Precedent Driver and Months Lag	Start Date	Duration (Months)	End Date	Fee
Interim CFO	TE 21	\$4,000	1 Month(s) after Plan Start	April-10	9	December-10	\$0
H R Manager	TE 22	\$3,000	6 Month(s) after Plan Start	September-10	24	August-12	\$0

My First Company, LLC

Headcount Plan

Research & Development Department

Employees

Plan for Research & Development Department Employees is as follows:

Employee Name/ID/Position	Emp Code	Annual Salary	Precedent Driver and Months Lag	Start Date	Duration (Months)	End Date	Fee
Design Engineer	R&D 1	\$75,000	0 Month(s) after Plan Start	March-10	60	After Plan End	\$0
Design Engineer	R&D 2	\$75,000	0 Month(s) after Employee R&D 1 Starts	March-10	60	After Plan End	\$0
V P Engineering	R&D 3	\$125,000	1 Month(s) after Employee R&D 2 Starts	April-10	60	After Plan End	\$0
Technician	R&D 4	\$50,000	1 Month(s) after Employee R&D 3 Starts	May-10	60	After Plan End	\$0
Design Engineer	R&D 5	\$75,000	1 Month(s) after Employee R&D 3 Starts	May-10	60	After Plan End	\$0
Design Engineer	R&D 6	\$75,000	6 Month(s) after Employee R&D 5 Starts	November-10	12	October-11	\$0
Technician	R&D 7	\$50,000	3 Month(s) after Employee R&D 5 Starts	August-10	60	After Plan End	\$0
Technician	R&D 8	\$50,000	3 Month(s) after Employee R&D 5 Starts	August-10	24	July-12	\$0
Engineer	R&D 9	\$75,000	When Sales = \$5 Million	January-11	60	After Plan End	\$10,000
Technical	R&D 10	\$50,000	When Sales = \$10 Million	September-11	60	After Plan End	\$10,000

Contract Employees

Plan for Research & Development Department Contract Employees is as follows:

Employee Name/ID/Position	Emp Code	Annual Salary	Precedent Driver and Months Lag	Start Date	Duration (Months)	End Date	Fee
Materials Engineer	TE 31	\$8,000	2 Month(s) after Plan Start	May-10	9	January-11	\$0
Documentation Engineer	TE 32	\$7,500	6 Month(s) after Plan Start	September-10	5	January-11	\$0

My First Company, LLC

Expense Plan

Expense Drivers Apply to ALL Departments

Payroll Tax Expense

Method Selected: **Method 5** % of TOTAL Cash Payments to Employees.

Planning Increment (Months) **12**

Payment method **CASH**

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Jun-11	Jun-12	Jun-13	Jun-14
Drivers for Method 5	9.00%	9.00%	9.00%	9.00%	9.00%	9.00%	9.00%	9.00%

Employee Benefits Expense

Method Selected: **Method 1** Dollar amount PER DEPT EMPLOYEE per month

Planning Increment (Months) **12**

Payment method **Cash**

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Jun-11	Jun-12	Jun-13	Jun-14
Driver for Method 1	(\$) 500	500	500	600	800	800	800	0

Employee Supplies Expense

Expense amount per NEW Employee (\$) **\$250**

For ALL Employees

Method Selected: **Method 1** Dollar amount PER DEPT EMPLOYEE per month

Planning Increment (Months) **12**

Payment method **A/P**

Period Covered	Apr-10	May-10	Jun-10	Jul-10	Jul-11	Jul-12	Jul-13	Jul-14
Drivers for Method 1	(\$) 50	50	50	50	60	70	80	90

Telephone Expense

1. For EACH Employee EXCLUDING SALES REPS

Method Selected: **Method 1** Dollar amount PER DEPT EMPLOYEE per month

Planning Increment (Months) **3**

Payment method **A/P**

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Sep-10	Dec-10	Mar-11	Jun-11	Sep-11	Dec-11	Mar-12	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13	Dec-13	Mar-14	Jun-14	Sep-14	Dec-14
Drivers for Method 1	(\$) 50	50	50	50	55	60	70	80	100	100	100	125	125	125	150	150	150	150	200	200	200	200

2. For SALES REPS only

Method Selected: **Method 1** Dollar amount PER DEPT EMPLOYEE per month

Planning Increment (Months) **3**

Payment method **A/P**

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Sep-10	Dec-10	Mar-11	Jun-11	Sep-11	Dec-11	Mar-12	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13	Dec-13	Mar-14	Jun-14	Sep-14	Dec-14
Drivers for Method 1	(\$) 150	150	150	200	200	250	250	300	300	300	300	300	300	350	350	350	350	350	350	350	350	350

My First Company, LLC

Expense Plan

Operations Department Expense Overview

Expense during reporting period	1Q FY 1				2Q FY 1				3Q FY 1				4Q FY 1				1Q FY 2				2Q FY 2				3Q FY 2				4Q FY 2				FY 3			FY 4			FY 5			Exp over FIVE Years (\$000)	% Exp over FIVE Years	
	Jan-10	Apr-10	Jul-10	Oct-10	Jan-10	Apr-10	Jul-10	Oct-10	Jan-10	Apr-10	Jul-10	Oct-10	Jan-10	Apr-10	Jul-10	Oct-10	Jan-11	Apr-11	Jul-11	Oct-11	Jan-11	Apr-11	Jul-11	Oct-11	Jan-11	Apr-11	Jul-11	Oct-11	Jan-11	Apr-11	Jul-11	Oct-11	Jan-12	Jan-13	Jan-14	Jan-12	Jan-13	Jan-14	Jan-12	Jan-13	Jan-14		% Dept Total	% Co Total
Operations Salary Expense																																					1,821	52%	6.6%					
Payroll Tax Expense																																						164	5%	0.6%				
Employee Benefits Expense																																						245	7%	0.9%				
Employee Supplies Expense																																						28	1%	0.1%				
Contract Employee Expense																																												
Telephone Expense																																												
Travel/Entertainment																																												
Operations Professional Services																																												
Test 1																																												
Test Expense 2																																												
Operations Recruiting Expense																																												
Operations Rent Expense																																												
Operations Utilities Expense																																												
Operations Equipment Rent Expense																																												
Inbound Freight Expense																																												
Operations Supplies Expense																																												
Ops Special Expense																																												
Operations Special Expense 2																																												

Operations Department

Expense Drivers that are Department Specific

Travel/Entertainment

Method Selected: **Method 2** FIXED Dollar amount per Month

Period Covered	Apr-11	May-11	Jun-11	Jul-11	Jul-12	Jul-13	Jul-14	
Drivers for Method 2	(\$)	250	250	250	250	300	400	500

Planning Increment (Months) **12**

Payment method A/P

Test 1

Method Selected: **Method 2** FIXED Dollar amount per Month

Period Covered	Jun-11	Jul-11	Aug-11	Sep-11	Sep-12	Sep-13	Sep-14
Drivers for Method 2	(\$)	5,000	5,000	0	0	0	0

Planning Increment (Months) **12**

Payment method A/P

Test Expense 2

Method Selected: **Method 2** FIXED Dollar amount per Month

Period Covered	Oct-10	Nov-10	Dec-10	Jan-11	Jul-11	Jan-12	Jul-12	Jan-13	Jul-13	Jan-14	Jul-14
Drivers for Method 2	(\$)	2,000	0	5,000	1,000	2,000	0	0	1,000	500	0

Planning Increment (Months) **6**

Payment method Cash

Operations Rent Expense

Method Selected: **Method 2** FIXED Dollar amount per Month

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Jun-11	Jun-12	Jun-13	Jun-14
Drivers for Method 2	(\$)	1,000	1,000	1,000	1,000	1,000	1,000	1,000

Planning Increment (Months) **12**

Payment method Cash

My First Company, LLC

Expense Plan

Operations Department (continued)

Operations Utilities Expense

Method Selected: **Method 2** FIXED Dollar amount per Month

Planning Increment (Months) **12**

Payment method A/P

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Jun-11	Jun-12	Jun-13	Jun-14
Drivers for Method 2	(\$)	100	100	100	100	100	100	100

Operations Equipment Rent Expense

Method Selected: **Method 2** FIXED Dollar amount per Month

Planning Increment (Months) **6**

Payment method A/P

Period Covered	May-11	Jun-11	Jul-11	Aug-11	Feb-12	Aug-12	Feb-13	Aug-13	Feb-14	Aug-14
Drivers for Method 2	(\$)	1,000	1,000	1,000	1,000	1,500	1,500	1,500	1,500	2,000

Inbound Freight Expense

Method Selected: **Method 4** Percentage of Material Receipts

Planning Increment (Months) **12**

Payment method A/P

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Jun-11	Jun-12	Jun-13	Jun-14	
Drivers for Method 4	(%)	1.50%	1.50%	1.50%	1.25%	1.00%	1.00%	0.80%	0.80%

Operations Supplies Expense

Method Selected: **Method 1** Dollar amount PER DEPT EMPLOYEE per month

Planning Increment (Months) **6**

Payment method A/P

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Dec-10	Jun-11	Dec-11	Jun-12	Dec-12	Jun-13	Dec-13	Jun-14	Dec-14	
Drivers for Method 1	(\$)	100	100	100	200	250	300	400	500	1,000	2,000	3,000	0	0

Ops Special Expense

Method Selected: **Method 2** FIXED Dollar amount per Month

Planning Increment (Months) **12**

Payment method A/P

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Jun-11	Jun-12	Jun-13	Jun-14	
Drivers for Method 2	(\$)	1,000	1,000	1,000	2,000	3,000	4,000	5,000	6,000

Operations Special Expense 2

Method Selected: **Method 1** Dollar amount PER DEPT EMPLOYEE per month

Planning Increment (Months) **12**

Payment method A/P

Period Covered	Apr-10	May-10	Jun-10	Jul-10	Jul-11	Jul-12	Jul-13	Jul-14	
Drivers for Method 1	(\$)	1,000	1,000	1,000	200	250	300	350	400

My First Company, LLC

Expense Plan

Sales & Marketing Department Expense Overview

Expense during reporting period	1Q FY 1	2Q FY 1	3Q FY 1	4Q FY 1	1Q FY 2	2Q FY 2	3Q FY 2	4Q FY 2	FY 3	FY 4	FY 5	Exp over FIVE Years (\$000)	% Exp over FIVE Years	
NO Expense during reporting period	Jan-10 through Mar-10	Apr-10 through Jun-10	Jul-10 through Sep-10	Oct-10 through Dec-10	Jan-11 through Mar-11	Apr-11 through Jun-11	Jul-11 through Sep-11	Oct-11 through Dec-11	Jan-12 through Dec-12	Jan-13 through Dec-13	Jan-14 through Dec-14		% Dept Total	% Co Total
S&M Salary Expense												6,115	40%	22.0%
Commission Expense												4,363	29%	15.7%
Payroll Tax Expense												928	6%	3.3%
Employee Benefits												723	5%	2.6%
Employee Supplies Expense												87	1%	0.3%
Contract Employee Expense												104	1%	0.4%
Telephone Expense												284	2%	1.0%
Travel & Entertainment Expense												138	1%	0.5%
S&M Professional Services														
Market Research Prof Services												44	0%	0.2%
Market Development Prof Svc												33	0%	0.1%
Sales Development Prof Services												37	0%	0.1%
S&M Recruiting Expense												50	0%	0.2%
Other S&M Professional Services												23	0%	0.1%
Customer Freight Expense														
Other Sales Expense												565	4%	2.0%
Trade Show/Conventions Expense												419	3%	1.5%
Samples/Promotional Expense												155	1%	0.6%
Advertising/Marketing Programs												312	2%	1.1%
												885	6%	3.2%

Sales & Marketing Department

Expense Drivers that are Department Specific

Commission Expense

Commission Expense based on Sales from Sales Reps

Planning Increment (Months) 6

Commission payment is triggered by Revenue Recognition

Payment delay is 1 Month(s) AFTER Revenue Recognition

Period Covered	Apr-10	May-10	Jun-10	Jul-10	Jan-11	Jul-11	Jan-12	Jul-12	Jan-13	Jul-13	Jan-14	Jul-14
Commission Rate %	10.00%	10.00%	10.00%	8.00%	8.00%	8.00%	6.00%	6.00%	6.00%	5.00%	5.00%	6.00%

Travel & Entertainment Expense

1. For SALES REPS only

Method Selected: Method 2 FIXED Dollar amount per Month

Planning Increment (Months) 6

Payment method A/P

Period Covered	May-11	Jun-11	Jul-11	Aug-11	Feb-12	Aug-12	Feb-13	Aug-13	Feb-14	Aug-14
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Drivers for Method 2	(\$)	\$500	\$1,500	\$2,000	\$2,500	\$3,000	\$3,000	\$3,000	\$3,000	\$3,500	\$3,500
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2. Other S & M Employees

Method Selected: Method 2 FIXED Dollar amount per Month

Planning Increment (Months) 6

Payment method A/P

Period Covered	May-11	Jun-11	Jul-11	Aug-11	Feb-12	Aug-12	Feb-13	Aug-13	Feb-14	Aug-14
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Drivers for Method 2	(\$)	0	0	0	200	200	200	200	200	250	250
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My First Company, LLC

Expense Plan

Sales & Marketing Department (continued)

Market Research Prof Services

Method Selected: **Method 2** FIXED Dollar amount per Month Planning Increment (Months) **3** Payment method **A/P**

Period Covered	May-10	Jun-10	Jul-10	Aug-10	Nov-10	Feb-11	May-11	Aug-11	Nov-11	Feb-12	May-12	Aug-12	Nov-12	Feb-13	May-13	Aug-13	Nov-13	Feb-14	May-14	Aug-14	Nov-14	
Drivers for Method 2	\$2,000	\$3,000	\$3,000	\$2,000	\$0	\$0	\$0	\$4,000	\$4,000	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0

Market Development Prof Svc

Method Selected: **Method 2** FIXED Dollar amount per Month Planning Increment (Months) **3** Payment method **A/P**

Period Covered	Dec-10	Jan-11	Feb-11	Mar-11	Jun-11	Sep-11	Dec-11	Mar-12	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13	Dec-13	Mar-14	Jun-14	Sep-14	Dec-14		
Drivers for Method 2 (\$)	4,000	5,000	0	0	0	0	5,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0

Sales Development Prof Services

Method Selected: **Method 2** FIXED Dollar amount per Month Planning Increment (Months) **3** Payment method **A/P**

Period Covered	Feb-11	Mar-11	Apr-11	May-11	Aug-11	Nov-11	Feb-12	May-12	Aug-12	Nov-12	Feb-13	May-13	Aug-13	Nov-13	Feb-14	May-14	Aug-14	Nov-14
Drivers for Method 2 (\$)	5,000	5,000	4,000	2,000	1,500	1,000	1,000	1,000	1,000	0	0	0	0	0	0	0	0	0

Other S&M Professional Services

Method Selected: **Method 2** FIXED Dollar amount per Month Planning Increment (Months) **3** Payment method **A/P**

Period Covered	Apr-10	May-10	Jun-10	Jul-10	Oct-10	Jan-11	Apr-11	Jul-11	Oct-11	Jan-12	Apr-12	Jul-12	Oct-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	
Drivers for Method 2 (\$)	1,000	1,000	1,000	1,000	2,000	2,000	1,000	500	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Customer Freight Expense

Method Selected: **Method 3** Percentage of Sales Planning Increment (Months) **6** Payment method **A/P**

Period Covered	Apr-10	May-10	Jun-10	Jul-10	Jan-11	Jul-11	Jan-12	Jul-12	Jan-13	Jul-13	Jan-14	Jul-14
Drivers for Method 3 (%)	1.0%	1.0%	1.0%	1.0%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.7%

Other Sales Expense

Method Selected: **Method 3** Percentage of Sales Planning Increment (Months) **3** Payment method **A/P**

Period Covered	Oct-10	Nov-10	Dec-10	Jan-11	Apr-11	Jul-11	Oct-11	Jan-12	Apr-12	Jul-12	Oct-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14
Drivers for Method 3 (%)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Trade Show/Conventions Expense

Up to FOUR Events per year Date of Event and Expense as shown below Payment method **A/P**

	F. Y. 1 - Mar 2010 to Dec 2010	F. Y. 2 - Jan 2011 to Dec 2011	F. Y. 3 - Jan 2012 to Dec 2012	F. Y. 4 - Jan 2013 to Dec 2013	F. Y. 5 - Jan 2014 to Dec 2014				
Date of Event		Jun-11	Dec-11	Jun-12	Dec-12	Jun-13	Dec-13	Jun-14	Dec-14
Amount per Event (\$)		20,000	10,000	25,000	10,000	30,000	10,000	40,000	10,000

My First Company, LLC

Expense Plan

Sales & Marketing Department (continued)

Samples/Promotional Expense

Method Selected: **Method 1** Dollar amount PER DEPT EMPLOYEE per month

Planning Increment (Months) **12**

Payment method **A/P**

Period Covered	Jul-10	Aug-10	Sep-10	Oct-10	Oct-11	Oct-12	Oct-13	Oct-14
Drivers for Method 1 (\$)	100	200	300	350	400	500	500	400

Advertising/Marketing Programs

Program Drivers Months LAG between Expense & Revenue **1**

Planning Increment (Months) **6**

Payment method **A/P**

Period Covered	Jul-10	Aug-10	Sep-10	Oct-10	Apr-11	Oct-11	Apr-12	Oct-12	Apr-13	Oct-13	Apr-14	Oct-14
Advertising/Marketing Expense per Revenue/Expense Multiplier (\$)	5,000	5,000	5,000	10,000	10,000	15,000	20,000	20,000	20,000	20,000	20,000	20,000
	1.0	1.0	1.5	2.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

Commission Expense

Commission Expense based on Sales from Advertising/Marketing Programs

Planning Increment (Months) **12**

Commission payment is triggered by Revenue Recognition

Payment delay is 2 Month(s) AFTER Revenue Recognition

Period Covered	Aug-10	Sep-10	Oct-10	Nov-10	Nov-11	Nov-12	Nov-13	Nov-14
Commission Rate %	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%

My First Company, LLC

Expense Plan

General & Administrative Department Expense Overview

Expense during reporting period	1Q FY 1				2Q FY 1				3Q FY 1				4Q FY 1				1Q FY 2				2Q FY 2				3Q FY 2				4Q FY 2				FY 3			FY 4			FY 5			Exp over FIVE Years (\$000)	% Exp over FIVE Years	
	Jan-10 through Mar-10	Apr-10 through Jun-10	Jul-10 through Sep-10	Oct-10 through Dec-10	Jan-11 through Mar-11	Apr-11 through Jun-11	Jul-11 through Sep-11	Oct-11 through Dec-11	Jan-12 through Mar-12	Apr-12 through Jun-12	Jul-12 through Sep-12	Oct-12 through Dec-12	Jan-13 through Mar-13	Apr-13 through Jun-13	Jul-13 through Sep-13	Oct-13 through Dec-13	Jan-14 through Mar-14	Apr-14 through Jun-14	Jul-14 through Sep-14	Oct-14 through Dec-14	Jan-12 through Dec-12	Jan-13 through Dec-13	Jan-14 through Dec-14	Jan-12 through Dec-12	Jan-13 through Dec-13	Jan-14 through Dec-14	Jan-12 through Dec-12	Jan-13 through Dec-13	Jan-14 through Dec-14	Years	% Dept Total	% Co Total												
Total General & Administrative Salary																																		2,345	50%	8.4%								
Bonus Expense																																		75	2%	0.3%								
Payroll Tax Expense																																		218	5%	0.8%								
Employee Benefits																																		252	5%	0.9%								
Employee Supplies Expense																																		30	1%	0.1%								
Contract Employee Expense																																		108	2%	0.4%								
Telephone Expense																																		52	1%	0.2%								
Travel & Entertainment Expense																																			102	2%	0.4%							
G&A Professional Services																																												
Legal																																			36	1%	0.1%							
Finance																																			14	0%	0.0%							
Audit/Tax																																			48	1%	0.2%							
Personnel Services																																			67	1%	0.2%							
Insurance																																			59	1%	0.2%							
G&A Recruiting Expense																																												
Other G&A Prof Services																																			32	1%	0.1%							
G&A Rent Expense																																												
G&A Utilities Expense																																				495	11%	1.8%						
G&A Equipment Rental Expense																																				209	4%	0.8%						
G&A Prepaid Expense 1																																				96	2%	0.3%						
Depreciation Expense																																				93	2%	0.3%						
G & A Special Expense																																				209	4%	0.8%						
																																				120	3%	0.4%						

General & Administrative Department

Expense Drivers that are Department Specific

Bonus Expense

Up to FOUR Payments per Fiscal Year

Date of Expense as shown below

Payment method CASH

	F. Y. 1 - Mar 2010 to Dec 2010	F. Y. 2 - Jan 2011 to Dec 2011	F. Y. 3 - Jan 2012 to Dec 2012	F. Y. 4 - Jan 2013 to Dec 2013	F. Y. 5 - Jan 2014 to Dec 2014
Date of Payment				Dec-13	Dec-14
Payment Amount (\$)				25,000	50,000

Travel & Entertainment Expense

Method Selected: Method 2 FIXED Dollar amount per Month

Planning Increment (Months) 6

Payment method A/P

Period Covered	Apr-10	May-10	Jun-10	Jul-10	Jan-11	Jul-11	Jan-12	Jul-12	Jan-13	Jul-13	Jan-14	Jul-14
Drivers for Method 2 (\$)	1,000	1,000	1,000	1,000	1,500	2,000	2,000	2,000	2,000	2,000	2,000	2,000

My First Company, LLC

Expense Plan

General & Administrative Department (continued)

G&A Professional Services
Legal

Method Selected:	Method 2	FIXED Dollar amount per Month																Planning Increment (Months)	3	Payment method	A/P				
Period Covered		May-10	Jun-10	Jul-10	Aug-10	Nov-10	Feb-11	May-11	Aug-11	Nov-11	Feb-12	May-12	Aug-12	Nov-12	Feb-13	May-13	Aug-13	Nov-13	Feb-14	May-14	Aug-14	Nov-14			
Drivers for Method 2	(\$)	4,000	4,000	1,000	1,000	0	0	2,000	0	0	0	2,000	0	0	0	2,000	0	0	0	2,000	0	0			

Finance

Method Selected:	Method 2	FIXED Dollar amount per Month																Planning Increment (Months)	12	Payment method	A/P
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Period Covered		Oct-10	Nov-10	Dec-10	Jan-11	Jan-12	Jan-13	Jan-14															
Drivers for Method 2	(\$)	3,000	1,000	0	100	200	200	300															

Audit/Tax

Method Selected:	Method 2	FIXED Dollar amount per Month																Planning Increment (Months)	3	Payment method	A/P
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Period Covered		Jul-10	Aug-10	Sep-10	Oct-10	Jan-11	Apr-11	Jul-11	Oct-11	Jan-12	Apr-12	Jul-12	Oct-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14			
Drivers for Method 2	(\$)	0	0	0	0	0	2,000	0	0	0	4,000	0	0	0	5,000	0	0	0	5,000	0	0			

Personnel Services

Method Selected:	Method 2	FIXED Dollar amount per Month																Planning Increment (Months)	12	Payment method	A/P
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Period Covered		Aug-11	Sep-11	Oct-11	Nov-11	Nov-12	Nov-13	Nov-14															
Drivers for Method 2	(\$)	1,000	1,000	1,000	1,000	2,000	2,000	2,000															

Insurance

Method Selected:	Method 2	FIXED Dollar amount per Month																Planning Increment (Months)	12	Payment method	A/P
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Period Covered		Apr-10	May-10	Jun-10	Jul-10	Jul-11	Jul-12	Jul-13	Jul-14														
Drivers for Method 2	(\$)	500	500	500	500	750	1,000	1,500	2,000														

Other G&A Prof Services

Method Selected:	Method 2	FIXED Dollar amount per Month																Planning Increment (Months)	3	Payment method	A/P
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Period Covered		Jul-10	Aug-10	Sep-10	Oct-10	Jan-11	Apr-11	Jul-11	Oct-11	Jan-12	Apr-12	Jul-12	Oct-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14			
Drivers for Method 2	(\$)	100	200	300	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	500	500	500	0	0	0	0	0			

G&A Rent Expense

Method Selected:	Method 2	FIXED Dollar amount per Month																Planning Increment (Months)	12	Payment method	Cash
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Period Covered		Apr-10	May-10	Jun-10	Jul-10	Jul-11	Jul-12	Jul-13	Jul-14														
Drivers for Method 2	(\$)	5,000	5,000	5,000	5,000	10,000	10,000	10,000	10,000														

G&A Utilities Expense

Method Selected:	Method 2	FIXED Dollar amount per Month																Planning Increment (Months)	12	Payment method	A/P
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Period Covered		Apr-10	May-10	Jun-10	Jul-10	Jul-11	Jul-12	Jul-13	Jul-14														
Drivers for Method 2	(\$)	1,500	1,500	1,500	2,000	4,000	4,000	4,500	5,000														

My First Company, LLC

Expense Plan

General & Administrative Department (continued)

G&A Equipment Rental Expense

Method Selected: **Method 2** FIXED Dollar amount per Month

Planning Increment (Months) **6**

Payment method Cash

Period Covered	Apr-11	May-11	Jun-11	Jul-11	Jan-12	Jul-12	Jan-13	Jul-13
Drivers for Method 2	(\$) 1,000	1,100	1,200	1,500	2,000	2,200	2,400	2,400

G & A Special Expense

Method Selected: **Method 1** Dollar amount PER DEPT EMPLOYEE per month

Planning Increment (Months) **12**

Payment method A/P

Period Covered	Jan-11	Feb-11	Mar-11	Apr-11	Apr-12	Apr-13	Apr-14
Drivers for Method 1	(\$) 500	500	500	400	350	300	250

My First Company, LLC

Expense Plan

Research & Development Department Expense Overview

Expense during reporting period	1Q FY 1				2Q FY 1				3Q FY 1				4Q FY 1				1Q FY 2				2Q FY 2				3Q FY 2				4Q FY 2				FY 3			FY 4			FY 5			Exp over FIVE Years (\$000)	% Exp over FIVE Years	
	Jan-10 through Mar-10				Apr-10 through Jun-10				Jul-10 through Sep-10				Oct-10 through Dec-10				Jan-11 through Mar-11				Apr-11 through Jun-11				Jul-11 through Sep-11				Oct-11 through Dec-11				Jan-12 through Dec-12			Jan-13 through Dec-13			Jan-14 through Dec-14				% Dept Total	% Co Total
Total Research & Development Salary																																			2,765	63%	9.9%							
Payroll Tax Expense																																			249	6%	0.9%							
Employee Benefits																																			303	7%	1.1%							
Employee Supplies Expense																																			33	1%	0.1%							
Contract Employee Expense																																			110	3%	0.4%							
Telephone Expense																																			56	1%	0.2%							
Travel & Entertainment Expense																																			120	3%	0.4%							
R&D Professional Services																																												
R & D Design																																					89	2%	0.3%					
R & D Development																																					16	0%	0.1%					
R & D Prototype																																					20	0%	0.1%					
R&D Recruiting Expense																																					20	0%	0.1%					
Other R&D Professional Services																																					23	1%	0.1%					
R&D Equipment Rental Expense																																												
R&D Equipment Rental Expense																																						74	2%	0.3%				
R&D Supplies Expense																																						64	1%	0.2%				
Dev Training																																						272	6%	1.0%				
R & D Disc 2																																						157	4%	0.6%				

Research & Development Department

Expense Drivers that are Department Specific

Travel & Entertainment Expense

Method Selected: **Method 2** FIXED Dollar amount per Month

Planning Increment (Months) **6** Payment method **A/P**

Period Covered	Apr-10	May-10	Jun-10	Jul-10	Oct-10	Jan-11	Apr-11	Jul-11	Oct-11	Jan-12	Apr-12	Jul-12	Oct-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	
Drivers for Method 2	(\$)	20	25	30	40	50	100	125	150	175	200	250	250	300	300	350	375	400	425	450	450	460

R&D Professional Services

Method Selected: **Method 2** FIXED Dollar amount per Month

Planning Increment (Months) **12** Payment method **A/P**

Period Covered	Jul-10	Aug-10	Sep-10	Oct-10	Oct-11	Oct-12	Oct-13	Oct-14
Drivers for Method 2	(\$)	1,000	1,000	1,100	1,400	1,500	1,700	2,300

R & D Development

Method Selected: **Method 2** FIXED Dollar amount per Month

Planning Increment (Months) **6** Payment method **A/P**

Period Covered	May-11	Jun-11	Jul-11	Aug-11	Feb-12	Aug-12	Feb-13	Aug-13	Feb-14	Aug-14
Drivers for Method 2	(\$)	2,500	1,000	500	500	500	500	0	0	0

R & D Prototype

Method Selected: **Method 2** FIXED Dollar amount per Month

Planning Increment (Months) **3** Payment method **A/P**

Period Covered	May-10	Jun-10	Jul-10	Aug-10	Nov-10	Feb-11	May-11	Aug-11	Nov-11	Feb-12	May-12	Aug-12	Nov-12	Feb-13	May-13	Aug-13	Nov-13	Feb-14	May-14	Aug-14	Nov-14	
Drivers for Method 2	(\$)	4,000	4,000	6,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

My First Company, LLC

Expense Plan

Research & Development Department (continued)

Other R&D Professional Services

Method Selected: **Method 2** FIXED Dollar amount per Month Planning Increment (Months) **3** Payment method Cash

Period Covered	Aug-10	Sep-10	Oct-10	Nov-10	Feb-11	May-11	Aug-11	Nov-11	Feb-12	May-12	Aug-12	Nov-12	Feb-13	May-13	Aug-13	Nov-13	Feb-14	May-14	Aug-14	Nov-14	
Drivers for Method 2	(\$)	1,500	2,000	2,500	2,000	0	0	0	1,000	0	0	0	1,000	0	0	0	1,000	0	0	0	1,000

R&D Equipment Rental Expense

Method Selected: **Method 2** FIXED Dollar amount per Month Planning Increment (Months) **12** Payment method Cash

Period Covered	Apr-10	May-10	Jun-10	Jul-10	Jul-11	Jul-12	Jul-13	Jul-14	
Drivers for Method 2	(\$)	500	500	500	1,000	1,000	2,000	2,000	0

R&D Supplies Expense

Method Selected: **Method 2** FIXED Dollar amount per Month Planning Increment (Months) **3** Payment method A/P

Period Covered	Oct-10	Nov-10	Dec-10	Jan-11	Apr-11	Jul-11	Oct-11	Jan-12	Apr-12	Jul-12	Oct-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	
Drivers for Method 2	(\$)	400	100	100	1,000	1,000	1,000	1,000	2,000	2,000	1,500	1,500	1,500	1,250	1,250	1,250	1,250	1,250	1,250	1,250

Dev Training

Method Selected: **Method 1** Dollar amount PER DEPT EMPLOYEE per month Planning Increment (Months) **12** Payment method A/P

Period Covered	May-10	Jun-10	Jul-10	Aug-10	Aug-11	Aug-12	Aug-13	Aug-14	
Drivers for Method 1	(\$)	500	0	0	500	500	750	750	500

R & D Disc 2

Method Selected: **Method 3** Percentage of Sales Planning Increment (Months) **3** Payment method Cash

Period Covered	Dec-11	Jan-12	Feb-12	Mar-12	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13	Dec-13	Mar-14	Jun-14	Sep-14	Dec-14
Drivers for Method 3	(%)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Other Income Statement Drivers

Interest Income (on cash above "threshold")

Interest Income calculated based of the following Drivers

Threshold Cash **\$100,000** Annual Interest Rate **2.00%**

Income Tax

Tax Drivers are as follows

Effective Income Tax Rate Used **45.0%**

Tax Payments are made during: **Mar Jun Sep Dec**

My First Company, LLC

Balance Sheet Drivers

Accounts Receivable

1. Accounts receivable from sales from Sales Reps.

Percentage of sales collected at the time of sale (DSO = 0) 15.0%

DSO for the remaining 85.0% of sales revenue Planning Increment (Months) 6

Period Covered	Apr-10	May-10	Jun-10	Jul-10	Jan-11	Jul-11	Jan-12	Jul-12	Jan-13	Jul-13	Jan-14	Jul-14
Driver (Days Payable)	45	45	40	40	40	40	40	38	37	37	37	35

2. A/R from sales from Advertising/Marketing Programs

Percentage of sales collected at the time of sale (DSO = 0) 30.0%

DSO for the remaining 70.0% of sales revenue Planning Increment (Months) 12

Period Covered	Aug-10	Sep-10	Oct-10	Nov-10	Nov-11	Nov-12	Nov-13	Nov-14
Driver (Days Payable)	35	35	35	35	34	33	32	32

Inventory

Days of On Hand Inventory

Planning Increment (Months) 3

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Sep-10	Dec-10	Mar-11	Jun-11	Sep-11	Dec-11	Mar-12	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13	Dec-13	Mar-14	Jun-14	Sep-14	Dec-14	
Driver (Days On Hand Inv)	60	60	60	55	45	40	35	30	30	30	30	28	28	28	28	27	27	27	27	27	26	26	26

Inventory Payments

% of inventory receipts paid on COD terms 15.0%

Days Payable for the 85.0% balance of inventory receipts 42

Other Current Assets

Prepaid Expense 1

Note that Prepayments are expensed as a General & Administrative Expense line item.

Initial Payment Date Apr-10
 Initial Payment Amount 12,000
 NUMBER of months covered by Initial and Subsequent Payments 12

Planning Increment (Months) 12

Subsequent Prepayment Amounts

Period Covered	Apr-10	Apr-11	Apr-12	Apr-13	Apr-14
Amount (\$)	12,000	15,000	18,000	25,000	30,000

Fixed Assets (Computer Equipment) Acquired

Fixed Assets Capitalization Policy \$ 1,000

Computer Equipment Added per Employee Hired

Computer Equipment Life for Depreciation = 3 Years

Operations Department Department	1,500
Sales & Marketing Department Department	2,000
General & Administrative Department Department	2,000
Research & Development Department Department	2,500

My First Company, LLC
Balance Sheet Drivers (Continued)

Computer Equipment Acquired (EXCLUDING Computer Equipment for Employees)

Asset Life for Depreciation = 3 Years

Capital Purchased during 1st Fiscal Year	(\$)	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11
						10,000							
Capital Purchased during 2nd Fiscal Year	(\$)	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12
			20,000										
Capital Purchased during 3rd Fiscal Year	(\$)	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13
							50,000						
Capital Purchased during 4th Fiscal Year	(\$)	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14
Capital Purchased during 5th Fiscal Year	(\$)	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	N/A	N/A

Other FIXED Assets Acquired

Asset Life for Depreciation = 7 Years

Other Fixed Assets Purchased during 1st Fiscal Year	(\$)	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11
		10,000			10,000								
Other Fixed Assets Purchased during 2nd Fiscal Year	(\$)	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12
				35,000									
Other Fixed Assets Purchased during 3rd Fiscal Year	(\$)	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13
Other Fixed Assets Purchased during 4th Fiscal Year	(\$)	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14
							50,000						
Other Fixed Assets Purchased during 5th Fiscal Year	(\$)	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	N/A	N/A

My First Company, LLC
Balance Sheet Drivers (Continued)

Accounts Payable (Days Payable)

% of Inventory receipts paid during month of receipt

15.0%

Balance of 85.0% paid in: (Days)

42

Days Payable for ALL Other Vendors is as follows

Planning Increment (Months) **12**

Period Covered	Mar-10	Apr-10	May-10	Jun-10	Jun-11	Jun-12	Jun-13	Jun-14
Driver (Days Payable)	40	40	40	45	45	46	47	48

Bank Loan:

The amount of the loan is: **\$75,000**

The date of the loan is: July 01, 2012

The length of the loan is: 6 years.

and the annual interest rate is: 9.00%

FYI: At the end of the month immediately prior to obtaining the bank loan, cash balance is \$956,642 and equity amount is \$1,907,167

Additions to Equity

Equity Financing is included as shown below:

Amount of Startup Equity invested on: March 01, 2010

\$500,000

Second Equity Round invested on: June 01, 2010

\$2,000,000

Third Equity Round invested on: September 01, 2012

\$300,000