

Revenue

- 4000 - Gross Merchandise Volume (GMV)
- 4010 - Marketplace Revenue (Take Rate)
- 4020 - Subscription Revenue (if applicable)
- 4030 - Other Revenue

Cost of Goods Sold (COGS)

- 5000 - Payment Processor Fees (e.g. Stripe)
- 5010 - Refunds / Chargebacks
- 5020 - Fulfillment Costs (if applicable)

Operating Expenses

- 6000 - Salaries & Wages
- 6010 - Contractor Expenses
- 6020 - Software & SaaS
- 6030 - Marketing & Advertising
- 6040 - Rent & Office
- 6050 - Legal & Accounting
- 6060 - Travel & Meals

Assets

- 1000 - Cash
- 1010 - Accounts Receivable

Liabilities

- 2000 - Accounts Payable
- 2010 - Deferred Revenue

Equity

- 3000 - Founder Equity
- 3010 - Retained Earnings