trash trolley

Say goodbye to trash day

Mission Statement:

To automate day-to-day tasks in order to make life as a whole easier.

Vision Statement:

Our vision is to universally provide products that help automate daily mundane activities.

Executive Summary:

Trash Trolley Situational Analysis:

P.E.S.T.

Political:

Keeping our business inside the United States gives us many opportunities but also provides many threats. Although our shipping costs will be reduced, taxes, wages, and trade laws will hinder our profits. On another note, concerns about climate change and other environmental issues will both help and hurt our business.

Our business will be helped and hurt by staying inside of the United States. Staying inside the U.S. will provide an opportunity for us to advertise that we are giving Americans jobs, and also not exploiting overseas workers. Although there are many benefits, we will have to deal with stricter US work regulations. For example, in the United States, there is a national minimum wage of $7.25. There are also many restrictions on businesses and shipping that don't exist in other foreign countries. Our business will also have to account for a possible increase in the minimum wage and higher taxes since a democratic president is in office. One factor we have to consider is climate change and the efforts related to that. This could benefit us by giving us an opportunity to create recycling cans, but may also limit us. This would limit us, because consumers may not want to use as much

trash. Also, the government may put restrictions on industrial production which may increase the prices of our product.

Economic:

There are many economic factors that could affect our business. The most important factors are the overall health of the United States economy, the stock market, and the cost of manufacturing and shipping goods.

Our business has to account for an unstable economy since covid has destroyed many jobs and devastated the United States economy. We also have to consider the fact there is a highly fluctuating stock market due to covid, social media influence, and also groups similar to the Reddit group, “r/wallstreetbets”. The cost of manufacturing and shipping is also expected to be high but on the decline. Although Covid-19 is a significant factor to consider, the effects it has economically are dwindling due to the increase in vaccinations.

Sociocultural:

There are many sociocultural factors that affect our business. The decrease in quality time families spend, the amount of waste the average American produces, and the rise of self-driving technology are all factors our company needs to consider.

American families spend only 37 minutes of quality time together per day according to a recent survey conducted by “Visit Anaheim”. This sociocultural factor affects our business because families are so busy that it’s worth it for them to automate a lot of their mundane daily tasks.

According to “dumpsters.com”, the average American individual creates 4.5 pounds of waste per week. This is beneficial to us because consumers have a need for trash collecting products and services such as our products. This also is a possible threat, since the United States may put restrictions on trash production and may increase recycling needs. If this were to happen, we could counter it by introducing recycling-compatible products.

The rise of self-driving technology is another factor our company should consider. This will benefit our company since self-driving technology will be needed and created rapidly, and we will already have a head start on our competition. There will also be an increase in the need for a product like ours.

Technological:

A variety of technological factors will affect our business. Low regional shipping costs and a rise in self-driving technology will be great advantages for our business.

Low regional shipping costs will increase our profits and decrease our costs. The rise of self-driving technology will possibly give us ways to make our products cheaper and more efficient.

S.W.O.T.

Strengths: -Designers with background in ammature digital art and knowledge -Lots of diversity in the founders of the company -Trash Trolley is a very distinct item that no other brands have come close to making -There is a Universal appeal for this product	Weaknesses: -Lack of money we can invest in the business -We have a small-scale staff -Our product is high quality, but has high expenses -Have not manufactured a prototype at this time
Opportunities: -Not a large number of competition -Our need for environmental help -Take advantage of eco-friendly trend	Threats: -Large corporate companies -We are fresh company with little experience -Our need for environmental help



Smart-Can

Smart-Can is one of Trash Trolley's utmost competitors. Smart-Can offers services very similar to those of Trash Trolley. They have an attachment that connects to the middle part/indent in the trashcan, which contains two automatic wheels which lead said trashcan to the curb, completely cutting out the middleman, (the consumer) and allows for less tedious tasks on the consumers part. Smart-Can uses very similar technology that Trash Trolley would use regarding its self-driving mechanisms. Coming down the technology, Smart-Can uses a motorized, two-wheel-drive system that drags the trashcan along the ground, guiding it to its destination and stopping at a designated Smart-Can dock. This gives Trash Trolley a leg up on Smart-Can because unlike the two-wheel system that they use, Trash Trolley is a type of platform that the trashcan is able to sit on, so none of the trashcan touches the ground. This allows for a four-wheel-drive system and guarantees that no scraping/damage is happening to the property.

Smart-Can was created by Andrew Murray, a co-founder and current CEO of the company. Andrew focused on entrepreneurship and engineering throughout college, graduating in 2013 with a BS in Mechanical Engineering. After his graduation, he focused on multiple engineering disciplines, but became very interested in a startup concerning a self balancing cargo carrying consumer product, which gave him the idea for a roomba-type product that would cut out tedious jobs that people have to do day-to-day, starting with the Smart-Can. Another figure head in the company is James Aronson, the current COO and co-founder. James has a BS in mechanical engineering from Tufts, and returned later to get a MS in Innovation and Management. James helps with product startup

and early growth stages in the marketing cycle. Regarding the rest of the team, it is unknown how many people work for Smart-Can, and how much money they have invested in their company (due to the company being in its growth stages and doesn't share too much with the public.), but we do know they have a prototype of their can, seen on their website and on the talk show, and that they have a well-educated team with ample amount of spending power compared to our business.

Smart-Can has made its presence known on social media. They have an Instagram account that talks about some of their products, and a Facebook account that keeps their customers up to date on their newest ideas, updates with the company, and more. They currently have 82 followers on their Instagram account, and 11 followers on their Facebook account. Apart from the fanbase being small, they also aren't consistent with their uploading. For example, they haven't uploaded on Instagram since September 2019, and on Facebook since January 2020. Regarding their exposure and reviews, Smart-Can also has had multiple features and articles on websites and talk shows like *Time, Gizmodo, TechSpot, The Ellen Show, Protolabs,* and *Digital Trends*. Although there are lots of well-received responses from those writers and hosts, it is unknown on how reliable the product is, and if it is priced fairly. All the company has for show is its prototype, which is clunky and seems highly priced. For example, in the videos that are shared, the trashcan doesn't go in a straight line when traveling to its destination.

When it comes down to comparison, Smart-Can has a slight "phantom" leg-up on Trash Trolley. The only things they have that could be considered an advantage is their college education, and ample amount of time they have for product development (which they seem to not be using, as seen on their social media accounts).



Waste Management

_____Waste Management is the biggest indirect competitor to Trash Trolley. Waste Management is one of the largest trash collector services and partners with their customers to manage and reduce waste from collection to disposal. They recover valuable resources and use those same resources to recycle and create new products they can sell. Waste management is at peace with the environment and it is a well known and well established service.

Waste Management was founded by Wayne Huizenga, Lawrence Beck, and Dean Buntrock. James C. Fish Jr. is the current CEO of Waste Management. Waste Management has an annual revenue of about $15 million USD. With numbers this positive, they are able to make larger strides in improving their company. They were not affected by the pandemic too harshly. While their numbers did decline some, there was still sufficient growth and profit in their company.

Waste management has about 180,000 followers on Facebook and about 40,000 on instagram. Waste management has a presentable social media presence and they share their cause in an engaging way that helps people understand the services they provide. Waste Management updates their blogs regularly and share their initiatives on social media. Since their company is a greener company, they can expect to grow exponentially on social media. This will allow them to reach more and more potential customers as the years go on.

Waste management uses neighborhoods as their target customers. They charge 25 dollars a month for their trash collection services. They are able to market to a very broad demographic (residential and businesses). They use SEO,

PPC, and Contact Marketing to enhance their product online. While they do have expensive products and government competitions, they are a very mature brand with a very well established face in the market. They also benefit from economics from scale.

Waste Management has a variety of unique reviews. According to Better Business Bureau, Waste Management has a 1 star out of 5 stars in a total of 421 reviews. In contrast, according to Simply Hired Waste Management has 3.4 stars out of 5 stars out of 4830 reviews.



Home Depot

_____Another one of Trash Trolley's greatest competitors is Home Depot. While Home Depot doesn't necessarily directly compete with Trash Trolley, they do compete on a secondary level. Home Depot is a large multi store brand that spans across the entire U.S. They offer products for the Lower/Middle class and use competitive pricing and brand strength to gain a competitive advantage.

The main reason that Home Depot is a competitor with Trash Trolley is because they can offer much lower prices for similar products. While their products don't necessarily have the same appeal that Trash Trolley's do, Home Depot offers local convenience and large online stores to reach a much greater number of customers. Another advantage that Home Depot has over Trash Trolley is their

ability to take monetary risks because their brand is so big. Trash Trolley is at a major disadvantage to this because of how small the brand is. If Home Depot were to try to create a very similar product to ours, if it flopped Home Depot would be able to take that monetary hit and move on. However, if Trash Trolley's product flopped the company would be forced to shut down. Another advantage is that Home Depot has such a large social media presence. While they aren't as big as other companies such as Walmart, they have amassed over 7 million followers on social media as of 2019. This allows them to reach a large amount of their consumer base quickly and effectively. This is why Home Depot is such a competitor to Trash Trolley.

On the other hand, while Home Depot is a monetary juggernaut, they are not immune to fluctuations in the economy. In previous years and especially during the pandemic, Home Depot's in-person stores struggled to provide positive numbers and a few even ended up closing. Home Depot has been competing directly with Amazon and other online retailers in recent years. They have been forced to move more and more resources into their online stores and website in order to compete with said companies. Another weakness is their high debt numbers. According to the Home Depot's most recent financial statement as reported on August 25, 2020, total debt is at $34.85 billion, with $32.37 billion in long-term debt and $2.48 billion in current debt. Adjusting for $14.14 billion in cash-equivalents, the company has a net debt of $20.71 billion. This overwhelming amount of debt leads Home Depot into a deeper and deeper hole they need to dig themselves out of. This could end up biting them in the back in later years of their company, especially in the decline stages.

All in all, Home Depot offers its customer convenience, competitive prices, and as a business they are monetarily sufficient enough to take advantage of trends and curves in the economy. They are one of Trash Trolley's greatest competitors. They provide similar products to Trash Trolley' with better prices, which leads to competition.

Target Market

Our target market consists of the upper-middle class, with an age range of 30-65, an education of at least college level, nuclear families (married couple with children), busy lifestyles, interests in automation, people with smartphones, and an understanding and comfort with technology.

Our target market ideally struggles with taking out the trash regularly. Our target market also likes online shopping. They're not frugal when it comes to online shopping.

Roles & Titles

Tucker "lil chemo" Smith: Chief Executive Officer of hoes

The main reason for the CEO(Chief Executive Officer) is making major corporate decisions. The CEO also manages the operations and resources of the company as a whole. The CEO acts as the main point of communication between the board of directors and corporate operations. The CEO is also the public face for the company. The CEO is also voted on by the board and it's shareholders. The CEO is the highest-ranking executive in the company. Due to Trash Trolly being a brand new company with the latest technology, Mr.Smith will make the majority of business decisions ranging from who to partner with,and to which applicants the company hires.

ERIC "DA BOMB" POPA: CHIEF TECHNOLOGY/INFORMATION OFFICER

It is important for companies in 2021 to be able to stay up to date with current technologies and the software implemented in the products, business, website, and more. The responsibilities of the CTO include all of this, and the responsibilities of the R&D, so the CTO (Eric Popa) will have to constantly be researching the most

cost efficient, power efficient, and time efficient variants of technologies and developments to properly keep the company one step ahead of competition. It is crucial for the CTO to know their way around the modern technological jungle, knowing which options to take and which to avoid, which to implement and which to keep away, and other detailed choices that would largely impact the efficiency of the company.

Cohen Jones: Chief Financial Officer & Director of Sales and Advertising

As a new company, it is essential for us to market and advertise ourselves. Online advertising is essential in 2021, not only because of Covid-19 lockdowns, but also because of the increase in technology. It is the responsibility of the Director of Sales and Advertising to advertise our product and attract potential customers from our target market. As the Director of Sales and Advertising, it is Cohen Jones' job to oversee Trash Trolley's sales and marketing programs and ventures. It is Cohen's job to develop sales and advertising strategies and tactics that will effectively bring in customers and provide us with a good public image. It is also his responsibility to develop advertising materials, plans, etc.

As a new company with little assets, it is essential to manage those assets, because a small decrease in income could drastically affect our small business. As the Chief Financial Officer, it is Cohen Jones' responsibility to manage the financial actions our company takes. It is his responsibility to monitor and gauge our company's financial strengths and weaknesses. His responsibility is also to monitor tax related issues and legal issues. It is very important to keep our financial importance accurate, so we don't get into legal trouble. If our small business got into legal trouble, we could be drastically affected since we don't have a lot of disposable income.

Michael Johnson: Chief Marketing Officer

With the ever growing influence of social media and marketing on a business, we believe that spreading information about our product will be the quickest way to grow our company. Companies need to project not only a favorable public image, but it is now crucial for companies to provide their

consumers with valuable information about their product. Through marketing, this is now possible. Your online image is now just as important as your brick and mortar stores. With new trends like this, our internet presence is as important as ever. As the chief marketing officer, Michael will take on the role and responsibility of overseeing our marketing tactics through projecting our public image, evaluating public interests and trends, and overseeing our social media presence.

Megh Dixit: Chief Operations Officer of Racism

The responsibility of the COO is to oversee day to day administrative and operational functions of a business. The COO will oversee and influence aspects of a business almost every single day. Handling internal affairs, the COO will use their senior executive experiences to make important decisions. It is Megh's job to report directly to the chief executive officer. Megh is the most qualified candidate for this important position because of his outstanding leadership skills and his broad knowledge in marketing and business management. Our COO compliments our CEO's strengths while covering their weaknesses. Megh's expertise in the management field will serve him well as he leads Trash Trolley to new heights and a stage of maturity. With these factors influencing our decision, we believe that Megh will make a great addition and a fantastic COO to the company.

Timeline

- January 1, 2022 - Begin researching potential ways to create our prototype and add software
- January 3, 2022 - Begin developing our prototype
- January 3, 2022 - Begin developing our app software that is to be used for our Trash Trolley
- January 17, 2022 - Have a miniature version of our product, and have a basic app layout that demonstrates how our product will work.
- January 24, 2022 - Have an alpha version of our app completed

- January 27, 2021 - Have a further developed app, and work on ways to connect our product with our app.
- January 31, 2022 - Have a miniature trash trolley prototype that can connect to our app
- February 4, 2022 - Reach out to other companies to attempt to bring in more money in order to develop our product or take out a loan from the bank
- February 6, 202 - CTO will hire outside sources to research and develop our product
- June 1, 2022- Have a finished product and app created that connects with our product
- June 8, 2022 - Begin developing a focus group to show our product to
- June 15, 2022 - Present our app and product to our focus group
- June 16, 2022 2- Analyze the results of our focus group, and use them to further our development
- June 29, 2022 - Begin comparing our projected profits to our competitors in brick and mortar retailers and online
- July 10, 2022 - Begin developing a online help team and questions for an FAQ page
- July 16, 2022 - Begin developing a website with which we could sell our products online
- July 17, 2022 - Contact distributors and research how to mass produce our products
- September 17, 2022 - Begin mass production of our product
- September 17, 2022 - Launch our app onto the app store and begin stress testing
- September 17, 2022 - have a finalized version of our website available to the public
- October 17,2022 - analyze the results of our sales and make adjustments if needed
- October 20, 2022 - improve our websites and faq page
- October 31, 2022 - discuss with retailers about possible in-store sales
- November 1, 2022 - begin developing and working on improving our product

- November 2, 2022 - begin further marketing our product and increasing our sales force
- December 31, 2022 - fiscal year ends

Before 2022:

-Have one standard business partner
-Be selling reliably within at least 3 retailers
-Have stocks
-Have a prototype
-Begin other people yesp
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Evaluation and Controls

We have set ambitious goals for our company to reach during the fiscal year of 2021. Before 2022, we hope that our company will have a successful prototype, a product on the market, a partnership with another successful business, and a large social media presence to back it up. While these goals are certainly achievable, it will be very difficult and we will have to go through extensive hoops in order to reach these goals. At the end of the year, we will measure our results with these goals and evaluate them along with setting new, more ambitious goals for the future.

One of our most ambitious objectives on the list was to get a successful product on the market. While this includes both getting a prototype and the objective of getting a product on the market, our main goal is to start selling trash cans. This goal will be extremely difficult to obtain, as we haven't even drawn the blueprints for a product as revolutionary as this. Not to mention the fact that we have no idea where we are going to be selling our products. With these massive roadblocks in the way, it is certainly going to be a feat to achieve. The first step to achieving this goal will be getting a prototype that is suitable for the market. This will require a lot of not only funding, but research and development to complete. We will have to pour an exponential amount of resources into this goal to achieve it. However, we do believe that it is feasible. We will consider this objective if we get a successful launch of a prototype. We don't necessarily have to sell the product, but more have it ready.

The second objective that we want to meet is partnering with another large business to increase sales and also increase our gross profit exponentially. Businesses that we would consider partnering with would include other trash can businesses, greener businesses such as Pandora, or even larger businesses such as

Tesla. For this to happen, we will not only need to have a large following of loyal consumers, but also amass a decent amount of sales. This would require us to have met our first objective, meaning this objective is even more ambitious. Best scenario is that we collaborate with more than one business and have grown our business exponentially. Worst case scenario is that we don't collaborate with any businesses, but we still sell some products. With these we would consider the objective met.

Finally, we want to grow our social media presence to the point where we can inform over a million loyal customers about updates with our product. This would also help with our other two objectives, because it would mean we would have a lot of people that would be very interested in our product. This would increase not only funding, but also sales in general. If we met this objective, it would allow us to easily collaborate with other businesses, because they would be able to see our success not just through our product, but through our internet presence as well. If we amassed over 1 million followers we would consider this objective to be met.

Marketing Mix

Product: Our product is the trash trolley automatic trash can. The purpose of our product is to automate the process of taking the trash out. This is useful for our target market, because they will no longer have to manually take the trash out. It involves a plastic frame with hydraulic mechanics in the bottom, which is where the high price comes from. Our customer will be willing to pay more, due to the convenience of our product. However, with the higher price we will have to target the middle/upper class and have a smaller sample size. This is due to the fact that people who would be willing to buy our product will need more disposable income. Lower/Lower Middle Class won't have enough disposable income to afford our product. Ultimately we may expand the number of products related to our trash trolley based on how successful our business is.

Place: We will sell our product online and in hardware department stores. We'll have our own website to sell our product, and also collaborate with other big stores (like Home Depot and Lowes) in order to reach out to as many customers in our

target market as possible. Our HQ and factories will be in the US, so there's no reason for overseas distribution. We will more than likely have minimal motor distribution because we will have our products shipped mass through air, and then distributed to local stores with private carriers. The only long-medium haul we will have with motor is the raw materials being carried over to our factories in order to develop the product. We have no direct competitors, so we have an almost free/monopoly type market when it comes to Smart Cans, but other companies with normal trash cans or subscriptions still oppose a threat.

Price: Our product is going to be priced at around 600 dollars. This is due to the fact that the hydraulics in the plastic are going to cost an excruciating amount of money before we can mass produce them. 90 percent of the price comes with the machinery that automates the entire process, while the remainder supplies for the actual trash can itself. We can expect that after we are out of the initial launch and we have more profits, we can reduce the price dramatically and start mass producing the product. Our goal is to get our product to around 400 dollars before the decline phase. Initially, though, we will have to charge over 50 percent more due to the fact that we don't have enough money to take financial hits.

Promotional Mix

1. Identify Target Markets-

The target market for our product is middle/high class. This is because our product is going to be very expensive, and on top of that our target market needs to have enough disposable income to want to buy our product. If we tried to target the lower market, we would have to price it extremely lower, which would hurt our profits. But if we target the middle/upper class we can maximize our profits while minimizing our losses.

2. Determine Objectives-

We want more people to be aware of our product. We need to expand our company to reach more people. This requires a greater media presence and ad campaigns. We also want to assist in combating global warming by making our product green, which will be a difficult feat. With these objectives in mind we can advance our product while still keeping our core values in mind.

3. Design Message-

Our design message is to make people aware of an easier alternative to taking out the trash daily, and that the need of doing tedious tasks is over. With our new product, taking out the trash is a thing of the past.

4. Select Promotions-

Our select promotions will be informing through email, using social media, and media in general. We will use email to reach a majority of people personally, while using social media to project our public image and inform people of updates on our products. We will use the media as well to help fund our product.

5. Allocate Budget-

We believe that with a product as expensive as this we will need over 2 million dollars to get our product started. If our product will be priced at around 400 dollars, and we want to maximize growth most of that money will go to advertising, but not actual products. We will create a very small amount of actual products and focus the money into advertising so that in the next years during the growth phases we can allocate more of the budget into creating products rather than promotion.

6. Measure Results

After we are done with all of our possible promotions and messages, we will compare the results of how everything reacts with the public and reacts with our company. We will see what ends up giving us the most publicity, and gives us the most sales.

Trash Trolley

Starting date	Jun-21
Cash balance alert minimum	

	Beginning	Jun-21	Jul-21	Mar-21	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Total
Cash on hand (beginning of month)		5,000	4,775	7,701	10,626	13,552	16,477	19,403	22,328	25,254	28,179	31,105	34,030	

CASH RECEIPTS		Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Total
Cash sales		7,800	9,750	9,750	9,750	9,750	9,750	9,750	9,750	9,750	9,750	9,750	9,750	115,050
Returns and allowances														0
Collections on accounts receivable														0
Interest, other income			1		1		1		1		1		1	6
Loan proceeds														0
Owner contributions		7,500	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	18,500
TOTAL CASH RECEIPTS		15,300	10,751	10,750	10,751	10,750	10,751	10,750	10,751	10,750	10,751	10,750	10,751	133,556
Total cash available	0	20,300	15,526	18,451	21,377	24,302	27,228	30,153	33,079	36,004	38,930	41,855	44,781	

CASH PAID OUT		Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	Sep-22	Oct-22	Nov-22	Dec-22	Total
Marketing		700	700	700	700	700	700	700	700	700	700	700	700	8,400
Commissions and fees														0
Contract labor		4,800	200	200	200	200	200	200	200	200	200	200	200	7,000
Employee benefit programs		0	0	0	0	0	0	0	0	0	0	0	0	0
Insurance (other than health)		75	75	75	75	75	75	75	75	75	75	75	75	900
Interest expense		0	0	0	0	0	0	0	0	0	0	0	0	0
Materials and supplies (in COGS)		4,500	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	63,900
Meals and entertainment		75	75	75	75	75	75	75	75	75	75	75	75	900
Mortgage interest		0	0	0	0	0	0	0	0	0	0	0	0	0
Office expense		4,000	0	0	0	0	0	0	0	0	0	0	0	4,000
Other interest expense		0	0	0	0	0	0	0	0	0	0	0	0	0
Pension and profit-sharing plan		0	0	0	0	0	0	0	0	0	0	0	0	0
Purchases for resale		0	0	0	0	0	0	0						0

Rent or lease		105	105	105	105	105	105	105	105	105	105	105	0	1,155
Rent or lease: vehicles, equipment		0	0	0	0	0	0	0	0	0	0	0	0	0
Repairs and maintenance		0	0	0	0	0	0	0	0	0	0	0	0	0
Supplies (not in COGS)		20	20	20	20	20	20	20	20	20	20	20	20	240
Taxes and licenses		50	50	50	50	50	50	50	50	50	50	50	50	600
Travel		1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Utilities		0	0	0	0	0	0	0	0	0	0	0	0	0
Wages (less emp. credits)		0	0	0	0	0	0	0	0	0	0	0	0	0
Other expenses														0
Other expenses														0
Other expenses														0
Miscellaneous		0	0	0	0	0	0	0	0	0	0	0	0	0
SUBTOTAL		15,525	7,825	7,825	7,825	7,825	7,825	7,825	7,825	7,825	7,825	7,825	7,720	101,495
CASH PAID OUT		**Jan-18**	**Feb-18**	**Mar-18**	**Apr-18**	**May-18**	**Jun-18**	**Jul-18**	**Aug-18**	**Sep-18**	**Oct-18**	**Nov-18**	**Dec-18**	**Total**
Loan principal payment		0	0	0	0	0	0	0	0	0	0	0	0	0
Capital purchases			0	0	0	0	0	0	0	0	0	0	0	0
Other startup costs		0	0	0	0	0	0	0	0	0	0	0	0	0
To reserve and/or escrow														0
Owners' withdrawal		0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL CASH PAID OUT		15,525	7,825	7,825	7,825	7,825	7,825	7,825	7,825	7,825	7,825	7,825	7,720	101,495
Cash on hand (end of month)	0	4,775	7,701	10,626	13,552	16,477	19,403	22,328	25,254	28,179	31,105	34,030	37,061	

OTHER OPERATING DATA		Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Total
Sales volume (dollars)		12	15	15	15	15	15	15	15	15	15	15	15	177
Accounts receivable balance		0	0	0	0	0	0	0	0	0	0	0	0	0
Bad debt balance		0	0	0	0	0	0	0	0	0	0	0	0	0
Inventory on hand		0	0	0	0	0	0	0	0	0	0	0	0	0
Accounts payable balance		0	0	0	0	0	0	0	0	0	0	0	0	0
Depreciation		0	0	0	0	0	0		0	0	0	0	0	0

Income Statement

Name

Time Period

Financial Statements in U.S. Dollars

Revenue		
Gross Sales	115050	
Less: Sales Returns and Allowances		
Net Sales		115050

Cost of Goods Sold		
Beginning Inventory		
Add: Purchases		
Freight-in		
Direct Labor		
Indirect Expenses		
Inventory Available	0	
Less: Ending Inventory		
Cost of Goods Sold		0

Gross Profit (Loss)	115050

Expenses	
Advertising	
Amortization	
Bad Debts	
Bank Charges	
Charitable Contributions	
Commissions	
Contract Labor	
Depreciation	
Dues and Subscriptions	
Employee Benefit Programs	
Insurance	
Interest	
Legal and Professional Fees	
Licenses and Fees	
Miscellaneous	
Office Expense	
Payroll Taxes	
Postage	
Rent	
Repairs and Maintenance	
Supplies	
Telephone	

Travel		
Utilities		
Vehicle Expenses		
Wages		
Total Expenses		0
Net Operating Income		115050

Other Income		
Gain (Loss) on Sale of Assets		
Interest Income		
Total Other Income		0
Net Income (Loss)		115050

Trash Trolley — **Balance Sheet**

Assets

Cash	-	5,000.00
Pre-paid expenses	-	900.00
Other	-	-

Property and equipment	-	4,000.00
Leasehold improvements	-	
Equity and other investments	-	6.00
Less accumulated depreciation	-	-

Goodwill	-	-

Total Assets	**-**	**9,906.00**

Liabilities and owner's equity

Current liabilities:	Previous Year	Current Year

Accounts payable	-	-
Accrued wages	-	-
Accrued compensation	-	-
Income taxes payable	-	-
Unearned revenue	-	2,160.00
Other	-	-
Total current liabilities	-	2,160.00

Long-term liabilities:	Previous Year	Current Year
Mortgage payable	-	-
Total long-term liabilities	-	-

Owner's equity:	Previous Year	Current Year
Investment capital	-	-
Accumulated retained earnings	-	-
Total owner's equity	-	-

Total liabilities and owner's equity	**-**	**2,160.00**
Balance	**-**	**7,746.00**