

More information and tools for how to start a business at <https://StarJABusiness.Center>

What This Is:
 This is a very basic financial projection worksheet. The idea is to estimate your sales and your expenses on a monthly basis. By subtracting expected from sales, you estimate net profit.

Note: that this is a VERY BASIC project. In the real world you might have numerous SKUs and price points, and a variety of other factors that complicate this. But this spreadsheet is intended to allow you to ballpark things at least. It makes sure you can see a future for your business in 2016-2017.

How To Use It:
 This copy is provided, as you need to make a copy for yourself. To do that, choose "File - Make A Copy" in the menu above, and save a copy. Be sure to do this often. This is your data, so it's important to save it.

Important: Fill in THE GREEN BOXES ONLY. The others will auto-calculate.

INCOME PROJECTIONS Fill in the GREEN boxes only with your best guesses. This also allows you to see how changes in pricing and costs affect your monthly profits)

	At 3 Months	At 6 Months	At 12 Months	At 24 Months
estimated number of sales monthly	56	25	125	500
retail cost of your products/services	\$10.00	\$50.00	\$25.00	\$25.00
Monthly Gross Sales	\$560	\$1,250	\$3,125	\$12,500
what product costs you after your costs	\$1.50	\$25.00	\$10.00	\$10.00
your monthly cost for products/services	\$84	\$625	\$1,250	\$5,000
Monthly Net Sales	\$476	\$625	\$1,875	\$7,500
other income you expect, if any	0	0	0	0
Monthly Net Income	\$476	\$625	\$1,875	\$7,500
Average Annual Net Sales Revenue	\$5,712	\$7,500	\$22,500	\$90,000

EXPENSE PROJECTIONS Fill in the GREEN boxes with your best guesses for MONTHLY EXPENSES

	At 3 Months	At 6 Months	At 12 Months	At 24 Months
monthly rent	\$600	\$0	\$500	\$500
monthly internet or servers	\$125	\$100	\$100	\$150
artist or designer help	\$250			
SEO help				
monthly phone bill	\$0	\$110	\$110	\$110
monthly gas, water, sewer	\$0	\$20	\$20	\$20
monthly office supplies	\$0	\$50	\$50	\$50
monthly autogas expenses	\$0	\$120	\$120	\$120
costs to pay yourself and any employees	\$0	\$0	\$0	\$0
monthly marketing/ad expenses	\$0	\$300	\$400	\$500
monthly trade shows expenses	\$0	\$0	\$0	\$0
accounting expenses	\$33	\$33	\$33	\$33
state/local/federal business licenses/fees	\$67	\$67	\$67	\$67
other				
Average Annual Expenses	\$12,900	\$9,600	\$16,800	\$18,600

ANNUAL PROFIT AND LOSS PROJECTION

	At 3 Months	At 6 Months	At 12 Months	At 24 Months
average annual revenue	\$5,712	\$7,500	\$22,500	\$90,000
average annual expenses	\$12,900	\$9,600	\$16,800	\$18,600
ANNUAL PROFIT/LOSS	-\$7,188	-\$2,100	\$5,700	\$71,400