



Show Me The Money

Friday, November 18, 2022

**STARTUP
VIKES**

10TH ANNIVERSARY



**STARTUP
VIKES**

10TH ANNIVERSARY



Ohio

**Small Business
Development Centers**
Cleveland State University

POWERED BY



U.S. Small Business
Administration

Revenue

WHAT VALUE DOES
YOUR PRODUCT OR
SERVICE PROVIDE
TO THE MARKET?

STARTUP
VIKES

10TH ANNIVERSARY

Cost of Goods Sold

WHAT COSTS ARE THE EXACT SAME, EVERY SINGLE TIME YOU SELL A PRODUCT OR SERVICE?

STARTUP
VIKES

10TH ANNIVERSARY

Personnel

WHO WILL WORK
FOR YOU, AND AT
WHAT RATE?

STARTUP
VIKES

10TH ANNIVERSARY

Expenses

WHAT DO YOU NEED
TO PURCHASE IN
ORDER TO RUN THE
BUSINESS?

STARTUP
VIKES

10TH ANNIVERSARY

Taxes

WHAT IS YOUR
BUSINESS TYPE AND
WHAT DOES THAT
MEAN FOR YOUR
TAX BURDEN?

**STARTUP
VIKES**

10TH ANNIVERSARY

Profit & Loss Projections

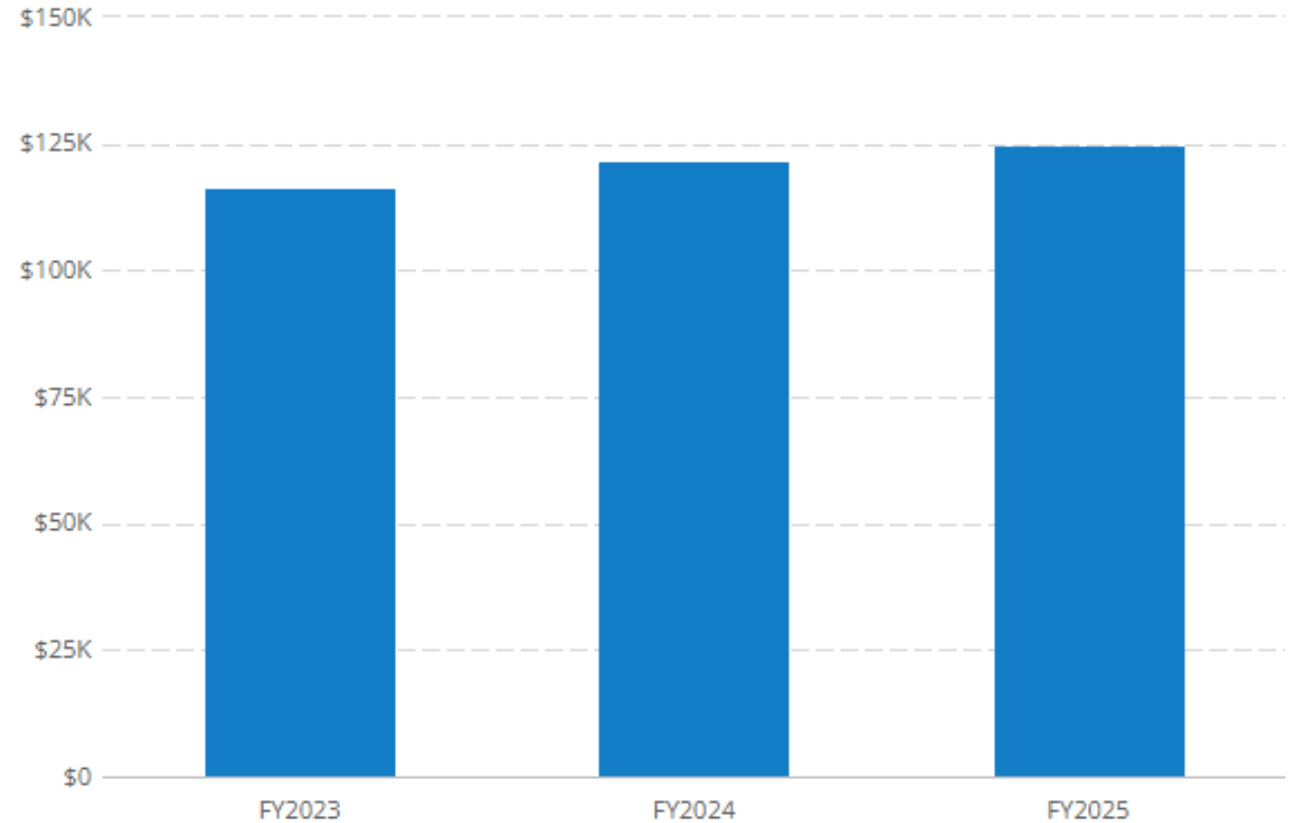
Profit and Loss January 1 - November 6, 2021

	TOTAL
▼ Income	
Services	35,083.59
Total Income	\$35,083.59
GROSS PROFIT	\$35,083.59
▼ Expenses	
Contractors	90.00
Insurance	713.86
Office Supplies & Software	1,190.26
Postage & Shipping	9.10
Professional Learning & Development	23.75
QuickBooks Payments Fees	47.38
Taxes & Licenses	70.95
Total Expenses	\$2,145.30
NET OPERATING INCOME	\$32,938.29
▼ Other Expenses	
Parking & Tolls	2.25
Total Other Expenses	\$2.25
NET OTHER INCOME	\$ -2.25
NET INCOME	\$32,936.04

Financial Forecasts

- ▶ - Year One:
 - ▶ Full Financials
- ▶ - Years Two & Three:
 - ▶ Summary Financials

Net Profit (or Loss) by Year



**STARTUP
VIKES**

10TH ANNIVERSARY

Questions?