

CleanPAP
Five Year Financial Projections

	Income Statements									
	Year One		Year Two		Year Three		Year Four		Year Five	
Gross Sales	4,489,485	100.0%	12,942,495	100.0%	23,774,248	100.0%	37,210,288	100.0%	53,720,465	100.0%
Sales Discount & Allowances	-89,790	-2.0%	-258,850	-2.0%	-475,485	-2.0%	-744,206	-2.0%	-1,074,409	-2.0%
Net Sales	4,399,696	98.0%	12,683,645	98.0%	23,298,763	98.0%	36,466,083	98.0%	52,646,056	98.0%
Cost of Goods (Product Cost)	1,330,882	29.6%	3,927,426	30.3%	7,084,743	29.8%	10,894,553	29.3%	15,461,873	28.8%
Gross Profit	3,068,814	68.4%	8,756,219	67.7%	16,214,020	68.2%	25,571,529	68.7%	37,184,182	69.2%
Variable Costs										
Credit Card Processing Fees	157,132	3.5%	424,711	3.3%	780,158	3.3%	1,221,065	3.3%	1,762,850	3.3%
Sales Commissions	0	0.0%	121,184	0.9%	222,604	0.9%	348,409	0.9%	502,999	0.9%
Fulfillment	673,423	15.0%	1,820,190	14.1%	3,343,533	14.1%	5,233,134	14.1%	7,555,071	14.1%
Total Variable Costs	830,555	18.5%	2,366,085	18.3%	4,346,295	18.3%	6,802,608	18.3%	9,820,920	18.3%
Contribution Margin	2,238,259	49.9%	6,390,134	49.4%	11,867,725	49.9%	18,768,922	50.4%	27,363,262	50.9%
Expenses:										
Sales & Marketing	1,001,713	22.3%	2,539,836	19.6%	3,856,876	16.2%	5,130,509	13.8%	6,382,800	11.9%
Operating	1,161,896	25.9%	2,298,929	17.8%	3,251,500	13.7%	4,461,429	12.0%	5,880,108	10.9%
Administrative	436,523	9.7%	1,193,408	9.2%	1,798,498	7.6%	2,390,787	6.4%	3,216,252	6.0%
Total Expenses	2,600,132	57.9%	6,032,173	46.6%	8,906,873	37.5%	11,982,726	32.2%	15,479,160	28.8%
Net Income Before Tax & Interest	-361,873	-8.1%	357,961	2.8%	2,960,852	12.5%	6,786,196	18.2%	11,884,102	22.1%
Interest	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Net Income Before Tax	-361,873	-8.1%	357,961	2.8%	2,960,852	12.5%	6,786,196	18.2%	11,884,102	22.1%
Income Tax	0	0.0%	0	0.0%	800,153	3.4%	1,900,135	5.1%	3,327,549	6.2%
Net Income	-361,873	-8.1%	357,961	2.8%	2,160,699	9.1%	4,886,061	13.1%	8,556,554	15.9%