

Start-Up Budget Overview

Start-Up Funding

Investors

Owner 1: Brendan Henderson

Owner 2:

Owner 3:

Other:

Loans

Bank Loan: N/A

Non-Bank Loan: N/A

Other:

Additional Funding

Grant: N/A

Other:

Other:

Start-Up Expenses

Administrative/General

Licenses & Permits ~ \$400

Insurance (\$40/M)

Legal (Attorney Fee: \$300/Hr)

Franchising

Other :CPA

Other

Location/Office

Space Total: ~ \$2000/month (4 people)

- Rocklin Office Space \$.95-1.50 /Sqft/M ~ \$1750
- Utilities ~ \$250/M

Rooms

- Small Conference Room
- Greeting area
- Kitchen/Food/Break
- IT Room
- Workplaces
- Bathroom
- Prototyping Room
- Executive Room

Internet Set-Up & Telephone Set-Up

- Internet and Telephone : \$100 Initial, \$100/M
- Phone System: \$100
- Router: \$200

Furniture

- Desks
 1. Exec Table: \$300
 2. Workplace Tables: (\$250 for adjustable, \$150 for plain) x3
 3. Conference Table: \$300
 4. Eating Table: \$100
 5. Greeting Room? : \$300
- Chairs
 1. Working Chair: (\$130) x5
 2. Kitchen Chair: (\$50) x 5
 3. Other Chairs: (\$80) x 7
- Storage
 1. Filing Cabinets: (\$140) x3
- Meeting and Collaboration Supplies
 1. Whiteboard: \$250
- Decor: \$500
- Waste Management: \$100

Equipment

Software

- Quickbooks: \$275
- Microsoft Office: \$8.25/M
- Potential Marketing Softwares \$10-\$30
- Adobe Businesses Subscription: \$79.99
- Sales Software: Salesforce: 25/M

Hardware

- Desktops: \$800- \$1000/ Computer
- Tablets: \$300/ Tablet
- Printer: \$250
- Monitors: \$110 / Monitor
- Server : 600\$
- External Hard Drive: 2TB \$60

Security

- Cameras: \$300-\$1000 (\$650)
- Alarm: \$185 Initial, \$15/M after
- Cybersecurity: 7\$/M

Stationary/ Business Cards

- Paper and office supplies: \$100
- Shipping Supplies: \$50

Other (Safety)

- Fire Extinguisher: \$64
- First Aid Kit: \$35

Other (Kitchen Supplies)

- Coffeemaker : \$100
- Microwave : \$70
- Spoons/forks/knives: \$ 25
- Coffee Mugs: \$20
- Drinking glasses \$15
- Plates: \$15
- Towels/Napkins \$10/M

Other (Food/Drink)

- Coffee \$30/M
- Tea \$10/M
- Sugar \$5/M
- Creamer 10\$/M

Other (Bathroom / Cleaning Supplies)

- Toilet Paper: \$15/M
- Paper towels: \$13/M
- Air Freshener \$1/M
- Trash bags \$7/M
- Hand soap \$5/M
- Small broom/ dustpan: \$20
- Dish soap\$5/M
- Sponge/dishcloth \$3/M
- Dish rack: \$20

Marketing

Logo Design

Logo: \$150

Branding/Identity Dev. : ~ \$5000

Launch Advertising : \$1000

Website v 1.0 : \$150

Printed Marketing Pieces : \$400

Promo Materials : \$200

Listing Fees

Internet Marketing

- Google advertising: \$1000/M

Other

Other

Pre-Launch Labor Expenses

Job Listing Fees : \$3000

Placement Agency Fees : (~ \$7k avg/Employee) (13% of employee's first year salary) (3 Employees, Software Dev, Sales Rep, Marketing) (Avg ~ \$4.5k/M) = x3 = (\$13.3k/M)

Training : \$1.8k/Employee

Other

Contingencies Reserve : \$10,000 (or 5% of all Net Sales go towards)

Launch Party : \$2000