

**AVATARCARE**

— Always Be Here —

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*AvatarCare assists anytime and anywhere*

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# Business Plan

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# Mission Statement

“AvatarCare’s mission is to provide the psychological therapists and patients with a reliable and efficient assistant in the process of information intake. ”



# Executive Summary

## Opportunity

### Problem


According to statistics, there are less than 2,000 mental health service institutions in China, and only 30,000 psychiatrists. With an explosive growth of mental health needs and the insufficient quantity and quality of professional doctors. Under a fast speed economy development, more and more Chinese are facing mental illness. There are about 476,000 more counselors needed to meet the demand of more than 1 billion psychological patients.

In such a demanding situation, one practical counselling still needs to take much time and energy due the nature of this therapy. To achieve the successful establishment of healthy relationships between clients and counselors, acquiring relevant information from clients is always the very first step. However the efficiency of this information intake process is rather low and not always effective for therapists. According to interviews to the therapists and patients, this information intake process needs to be updated to save time and the same time provide a comfortable experience by the patients.

### Solution

The idea of our company, AvatarCare, is to make full use of the time before clients go for the first session and the time when they are not with counselors, or we say “out of sessions” . The website-based avatar assistants help achieve higher level of efficiency, cost performance, and treatment outcome using a conversational way.

By applying Natural Language Processing into the field of counseling, it assists counselors or therapists with an virtual avatar to the patients providing conversational assessment on digital devices anytime and anywhere. To further helping realizing individualized treatments and establishing better client-counselor relationships, avatars will be triggered by Chinese word segmentation, Parts -of-speech tagging, Parsing, Text categorization, Information retrieval, Information extraction, Question answering and Data mining.



AvatarCare offers two types of the assistants. The first one aims at achieving an individualized process of information intake before the first session starts in a form of “dialogue” . Avatar adopts Carl Rogers’ s person-centered principle and uses semi-structured interviewing techniques to acquire clients’ information by analyzing clients’ responses and come up with follow-up questions. After the intake is finished, the information will be processed and a report that includes a summary of clients’ conditions, a tentative diagnosis as a reference for counselors and some other information will be generated.

The other avatar assistant works when clients are not with counselors. It serves as an intelligent information recorder, quick responder, always-available virtual accompany, and uses similar techniques with the first product to guide clients to record what happened and how they feel and help them release emergent emotions to some extent. Some of tasks counselors assigned to the clients can also be done with avatar.


## **Market**

AvatarCare’ s primary target market is the current Chinese first-tier cities’ psychological therapists both online and offline. It will be considered to spread towards second-tier or third tier cities after building a mature market image. In China, a single one-on-one counseling session on average costs between RMB 300 (US\$47) and RMB 700 (US\$110).

Based on this background, AvatarCare targets at the information intake process of four types of clients: 1) Hospital Psychological Departments 2) Online Counselling Organizations/Platforms 3) Counselling Clinics 4) Other psychological counselling centers (e.g. schools, non-profit organizations, companies, etc.) There are at least 2000 psychological organizations have the needs of more efficient information intake assistants.

## **Competition**

Currently in counseling clinics or hospitals, there are mainly four ways of gathering clients’ information. The first one is paper-based intake form; it is



usually used before the first session starts or at the beginning of the first session. The second one is electronic intake form, and it is used mostly before clients meet with counselors. Next one is phone calls, and they are either responded by assistants at reception or by counselors themselves. The last one is that counselors acquire all information of clients through the first session.

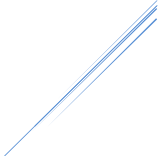
The competitors in diagnosis are traditional manual diagnosis and remote network diagnosis. The advantages of artificial diagnosis lie in mature medical system and low learning cost, while the disadvantages lie in high time cost (reservation and queuing) and labor cost. The advantages of remote network diagnosis represented by Symptomate, WebMD and other platforms lie in the still mature medical level and low time cost.

The disadvantages lie in the need for basic information support (patients need to provide their own physical examination results through the network, stable network environment) and higher learning costs (need to install supporting software and hardware). Similarly, industry leaders in the field of AI diagnosis, such as Deepmind and IBM Watson, are competing with us in the field of healthcare in the United States and the United Kingdom.

## **Why US?**

Our products mainly serve as an intelligent agent and assistant of counsellors to reach the goal of promoting the efficiency of acquiring information. Compared to current adopted methods of acquiring information such as information intake form (paper-based and electronic) and others, we can not only achieve it more effectively, but meanwhile realize individual-based treatment and further facilitate the establishment of a healthy and beneficial relationship between clients and counselors.

The application of certain algorithm makes the virtual avatar artificial, responsive, accurate, easy and comfortable to use. It provides with a better experience to the patients when they are doing the assessment and in taking the information.



More importantly, the avatar assistants are originated from real-life experiences, and extensive research and surveys have been done in order to maximize the suitability and advantage of the design and operation of the product.

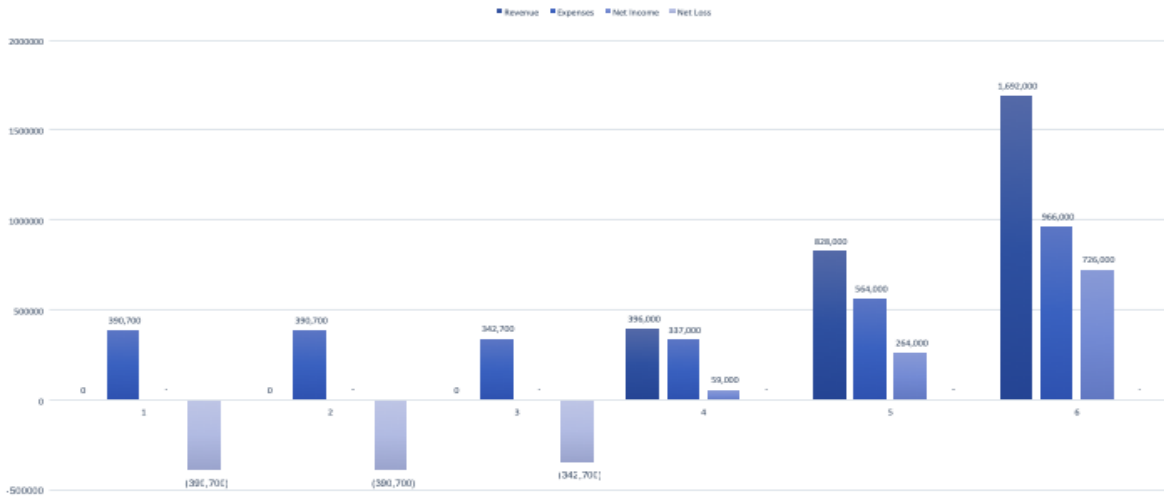
With all these amazing functions, we sell at very reasonable prices depending on the types of clients. This virtual avatar system is not one deal business. We also provide reliable and professional after-sale service.

## **Expectations**

### **Forecast**

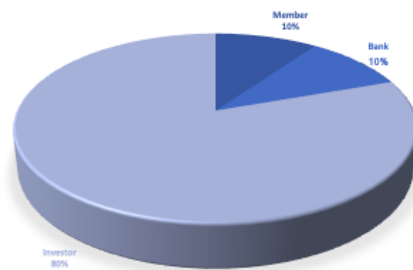
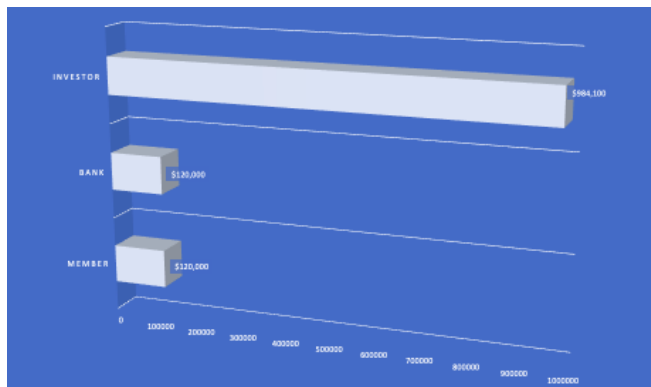
Due to the nature of developing high technology, AvatarCare will not be profitable at the first three years. In the first two years, \$390,700 each year will be spent on programming, data input, and testing, etc. In the third year, our marketing team will send free version to hospitals or psychological organizations to use in order to gather feedbacks the same time to build trust with further potential clients. Basically we have four types of clients: psychological departments of public hospitals, online psychological platforms, personal psychological clinics, counselling centers. Starting in the fourth year, AvatarCare will proximately be sold to 16 hospital-level and online professional psychological diagnoses platforms at the price of \$20,000. There will be 4 clients each to personal psychological clinics and counselling centers. According to the chart below, Avatar has 15% of netprofit/sales at the first selling year. At the year 6, we reach a break-even point to earn back all the advanced development phase expenses.

# Financial Highlights by Year



## Financing Needed

AvatarCare would like to achieve a total of \$1,124,100. Individually, each member will invest \$40,000, a total of \$120,000. We have planned to borrow another \$120,000 from the bank. We seek for \$984,100 from investors, bringing our goal to \$1,124,100. There are three years need to fully develop a mature system for assisting psychological therapists to diagnose the patients in the process of information intake. The first two years of our AvatarCare software system focuses on the advanced program development. \$600,000 will go to the direct costs to the tech-professionals and psychological professionals. \$100,000 will be spent on operating expenses at the first two years. There will be \$342,700 spent to promote to building trust and creating reliable images to these needed organizations.







# Company Background

The idea of AvatarCare Company comes from a real experience from our cofounding team.

At that time, that guy was suffering from excessive anxiety and in a low mood for a few days. She found a counseling clinic nearby and was asked to complete the information intake form on a computer which took her a while to finish. She experienced tardiness on thinking, tiredness on completing the questions, strong need of having a conversation. It made the counselor unable to understand the issue clearly. These factors all influenced the outcome of their conversation. This therapy do cost certain amount of money with limited positive feedbacks.

There must be a great number of people who also felt the same. This connects our team together to build the virtual computer-based avatar to help the therapist facilitate the efficiency and effectiveness.


Our founding team is composed with one with psychology major, one with marketing and business knowledge, and the other major in Math and has knowledge of machine learning.

## Problem & Solution

### Problem Worth Solving

It is good to see that mental health problem has drawn increasing public attention these years in China, with more people becoming aware of their needs for external professional help. Even though Chinese people are relatively less open towards seeking psychological professional help, people are now changing their ideology and fighting against social stigma. However, counseling is still a relatively new industry in China, and there is still a gap between current situation in terms of counselor's amount and professional level and the actual social demands. This shows the need of the efficiency and outcomes of counseling.

According to a few surveys and interviews we did, it is not rare for clients to describe the counseling sessions as not effective enough or the conversations as



not deep enough; and the reason behind their feelings is usually based on one fact: they did not truly form a relationship on the basis of equality and mutual trust with counselors. Also since counseling is kind of costly and uncovered by regular insurance in China, many people do not see a high cost performance of seeking for counselor' s help. This can lead to the decrease of people' s motivation of doing counseling and further negatively influence the development of public mental health.

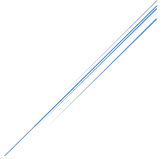
In counseling procedure, the intake of clients' information is always the very first necessary step, presenting counselors with basic information such as clients' age, gender, social status, relationship status and further information relevant to their purpose of coming. This step can be crucial to the establishment of client-counselor relationships and the effectiveness and outcomes of counseling sessions, and it is interesting to see that in the surveys we did, most counselors think the information intake part was effective; while for clients, 62% of them think it could have been more effective.

This information intake process needs to be updated in every following session since the therapeutic session typically last for a period of time and emotional flows, relevant events, emergent need for having conversations can happen anytime during this period. If this kind of inefficiency keep taking place, it will add up to a major loss of time and money of clients, therapists, and clinics.

## **Our Solution**

By applying Natural Language Processing into the field of counseling, AvatarCare assists counselors or therapists and deal with the inefficiency of information acquiring, further helping realizing individualized treatments and establishing better client-counselor relationships.

Our products are website-based virtual avatar assistants, which is triggered by Chinese word segmentation, Parts -of-speech tagging, Parsing, Text categorization, Information retrieval, Information extraction, Question answering and Data mining. There are two types of the assistants. The first one aims at achieving an individualized process of information intake before the first session starts in a form of “dialogue” . Clients come to see a counselor or therapist with



their own problem or difficulty, and this kind of problem or difficulty does not appear suddenly. And mostly they have tried using their own methods or ways to solve the problem, but external help is still needed. Then they come for professionals' help. This means that the intake of information before the first session does not have to be at one time; it can be a integration of multiple tries. Avatar adopts Carl Rogers' s person-centered principle and uses semi-structured interviewing techniques to acquire clients' information by analyzing clients' responses and come up with follow-up questions. After the intake is finished, the information will be processed and a report that includes a summary of clients' conditions, a tentative diagnosis as a reference for counselors and some other information will be generated.

The other avatar assistant works when clients are not with counselors. It serves as an intelligent information recorder, quick responder, always-available virtual accompany, and uses similar techniques with the first product to guide clients to record what happened and how they feel and help them release emergent emotions to some extent. Some of tasks counselors assigned to the clients can also be done with avatar.

By using avatar assistant and intellectual analysis, we are making sure that we are not only gathering the most basic information, but also design an individualized way of digging more about the background. In general, our products have the following advantages: more effective way of acquiring information; individualized information intake; facilitated relationship between clients and counselors based on more understanding and deeper conversation; immediate update based on clients' wish; auditory dialogue compared to traditional intake forms.

While it is very important to note that our products is not totally replacing the information acquiring of clients by therapists. Instead, our goal is just to make this process more effective.


## **Product and Services**

AvatarCare provides services that include a range of facilities to detect mental illness profiles of patients. Our professionals will provide a computer vision display that allows users to interact with each other through the AI image of the screen. AI collects data from users in the form of questionnaires. The data includes the answers provided by users, the expressions of users and the actions of users. The data will be stored and compared with the internal indicators of the system. Finally, the report will be output to the doctor for diagnostic reference. In view of the problems AvatarCare may have, led by our project manager, we have a professional technical support team to provide continuous technical support and system monitoring for 7 days, 24 hours to ensure the smooth operation of AvatarCare.

Types of Clients	Purchase Price (\$)	Maintenance Fee (\$ per year)
Hospital Psychological Departments	20,000	2,000
Online Counselling Organizations	20,000	2,000
Psychological Clinics	5,000	500
Other Counselling Centers	5,000	500

## How it Works: It's AvatarCare

AvatarCare will use artificial intelligence and artificial interaction technology to predict and report patients' mental illness. For those who do not understand how AvatarCare works, we will explain how it works. AvatarCare has an interactive interface, background processing and output port. The realization of the interactive interface depends on a display. We designed an artificial intelligence image for AvatarCare. The patient can interact with the artificial intelligence through the display to collect information. In the process of communicating with patients, artificial intelligence image uses Chinese word segmentation, Part-of-speech tagging, Parsing, Text categorization, Information retrieval, Information extraction and other technologies to extract the key words in patients' answers to lead to the next question, and uses Question answering to ask patients questions, and records patients' movements through the camera on the monitor. Make and express, analyze the patient's answers, actions and expressions in the



background through data mining, and synthesize the above data from the output terminal to the doctor to make reference for diagnosis. Today, with people's increasing attention to mental health, using AvatarCare to collect data on mental health can greatly save the time cost for psychologists to meet patients individually and improve the efficiency of diagnosis.

## **Competition**

### **Current Alternatives**

In current market, we have basic two branch of alternatives. One is the therapists themselves to finish intaking the information of patients. The other one is that some new technology coming to apply in the applied psychology field. By therapists them self, normally they have those four process to intake the information to help diagnose the status of the patients. 1) A general assessment form 2) Self-statements to the therapists 3) Guided talk by the therapist 4) A specific talk by the therapist. So far, there are very few new technology applied in the market in China.

On the technology side where artificial intelligence applied in the the healthcare industry. There are one called Babylon Healthcare and Woebot. Babylon Healthcare is providing a free app for users to assess their health condition online. Woebot is an communicating chatbot for relieving the depression level of the users.

### **Our Advantages**

For the therapists side, the avatar assistant provide a more efficient way for the therapists to gather and analyze the information from the patients. This allows them to save more time to diagnose, face-to-face counselling and other process. For the patient's side, they can start doing the information intake any time after they reserve the orders. They can give themselves more self-space to do these personal assessments. Moreover, conversations provide a better assessing effect compared with other alternatives.

To achieve these goals, AvatarCare has localized advantage that there are no Chinese psychological institution have ever applied the avatar things to assist their information intake process.

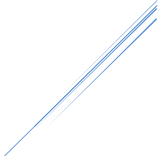
## SWOT Analysis

# SWOT ANALYSAISIS

Internal Factors	<b>S</b> <ul style="list-style-type: none"><li>#1 Professional related background of the founding team</li><li>#2 Specific focus on the information intake process</li><li>#3 Software-based product with high return after advanced development</li><li>#4 User-friendly interface and easy to use</li></ul>	<b>W</b> <ul style="list-style-type: none"><li>#1 Hard to building trust with target clients</li><li>#2 Pre-developing cost much for a start-up</li></ul>
External Factors	<b>O</b> <ul style="list-style-type: none"><li>#1 Very few competitors</li><li>#2 The public is well trained to use the computer-based avatar</li><li>#3 Sufficient resources</li><li>#4 Government budget on hospitals and increasing attention in mental health</li></ul>	<b>T</b> <ul style="list-style-type: none"><li>#1 Risks of information release problem</li><li>#2 Hospitals or other big companies develop their own systems</li><li>#3 Stricter standards for health care industry</li><li>#4 Economic development influences</li></ul>

## Strengths

- The founding team has professional psychology and machine learning background. Especially one of the founder team has worked in the psychological departments which give our product more insight to truly assist the therapists have a more effective and efficient diagnoses.
- AvatarCare has a very specific focus on the market. Our avatar assistant is neither replacing the role of therapist to diagnose nor the information taking software to all healthcare for the patients. AvatarCare is a software focused on gathering information for applied psychology field to assist the therapists having an effective and efficient treatment effect.
- Since our avatar assistant is a software-based avatar. Once we finish developing the system, based on the high demand of the Chinese current market, AvatarCare has a relative strong competitive of the price among the market.

- 
- Avatar assistants have kind and cute images depending on the users' preferences. This kind and cute images could release the stress of the patients to have more valid responses toward the information intaking process. By easy using at home, more Chinese are willing to pay attention to their mental health

### **Weakness**

- Building trust from our target market especially to convince the professional therapists is very hard
- Pre-developing cost could be high for a start-up

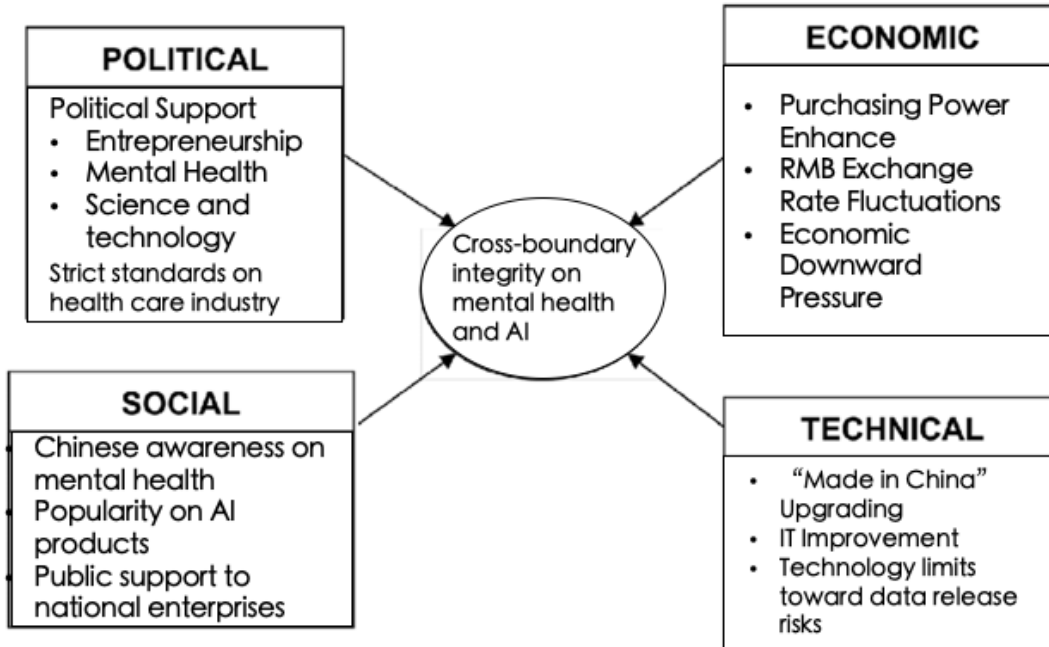
### **Opportunities**

- There are very few competitors of our product while there are huge demand-supply lack in this market according to the research and the primary data our company gathered. Early in the market, the sooner building trust
- The public is used to using the high-technology product and the market has been greatly trained to use the computer surfing online.
- The resources to develop AvatarCare company in China is sufficient. There xxx computer science major trained talents are graduating every year. The cost of developing the technology has been reduced compared with 10 years ago.
- Support/allowance from the government or the public hospitals
  
- This project is foreseeable. The openness of ideas and the improvement of concepts, the public's understanding of mental illness will be further improved, and their awareness of seeking professional help will be further enhanced. Psychological counseling/treatment will play an increasingly important role. Society will play an increasingly important role in psychology. The demand of counseling/treatment industry will also continue to increase. The increase of passenger flow will also bring greater challenges to the development of consultation, and our products can help consultants grasp the information of each visitor faster and better, and update the data, and carry out assistant treatment throughout the consultation period.

### **Threats**

- Risks of information release problem

- Comparatively easy for hospitals or other big companies to develop their own systems





# Execution

## Marketing & Sales

Since the target market of AvatarCare is the professional therapists. So our marketing strategy focuses on the distribution channel toward the psychological institutions including psychological clinics, psychological departments of hospitals and counselling centers.

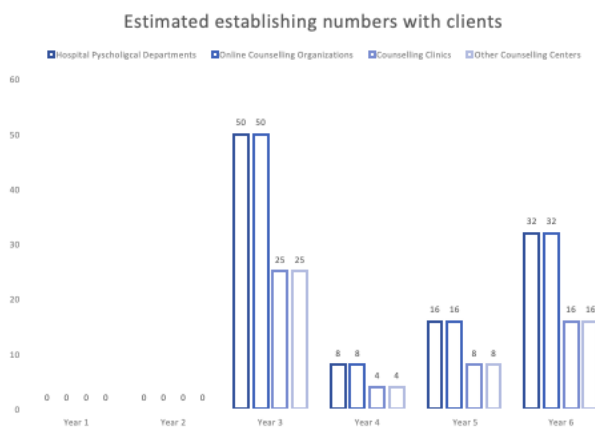
Generally, we use a “Top to Down” marketing strategy that we convince the professional or authorized organizations to implement our products. Then we spread among the country.

First, we could launch the free-test avatar assistant for organizations who are willing to have a try.

Second, meanwhile, we would hold mental-health related conference to invite therapists to do offline activities to build trust as a caring and social benefit organization.

Third, after gathering the feedbacks from the users and therapist, our marketing department will negotiate with these psychological organizations.

There are two the estimated selling growth in the first six years.



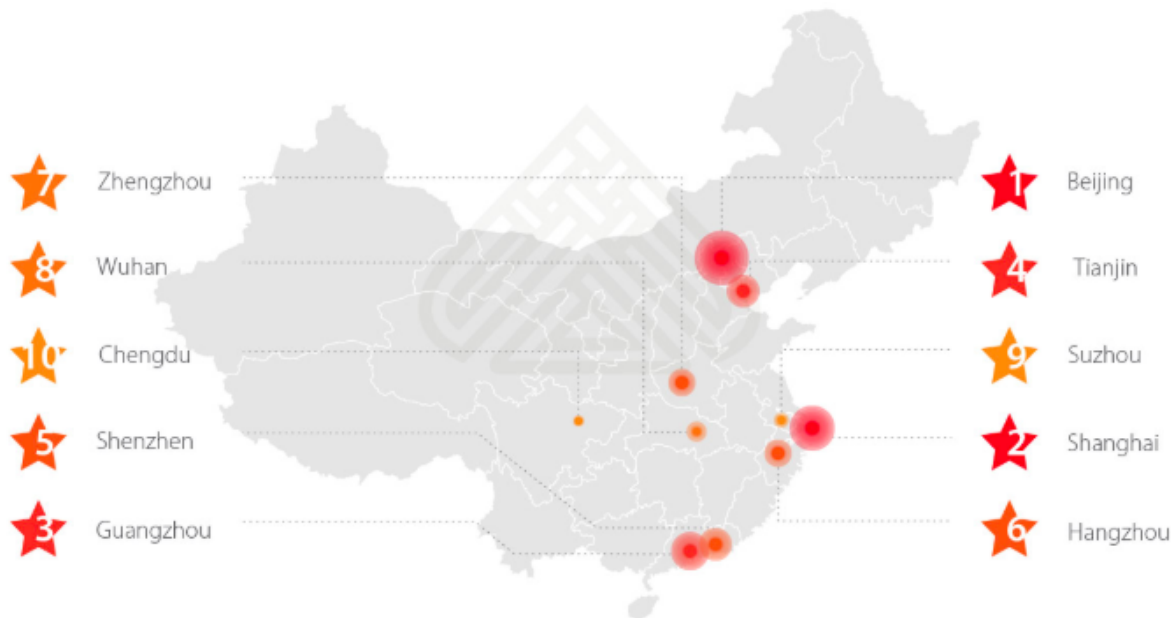
## Industry Analysis & Target Market

According to the World Health Organization (WHO), 54 million Chinese suffered from depression in 2017, accounting for 4.2% of the national population. In addition, in 2012, the famous medical journal Lancet reported that an estimated 173 million Chinese people suffered from diagnosable mental illness or mental disorders. Of these, only 15 million sought treatment. From 2009 to 2017, the number of holders of national secondary or tertiary psychological counseling certificates doubled, from 160,000 to an estimated 1 million. However, according to a 2017 report by the Chinese Institute of Higher Education, only 40,000 certificate holders provide full-time or part-time psychological counseling.

According to the report of Jian'an Xinli and Peking University, there are an estimated 700 physical and psychological counseling institutions by 2016, an increase of 50% over 2013. Compared with 2013, there are 64 Internet-based psychological counseling platforms. There is only one in 2014. Facing all kinds of obstacles, the growth of China's psychiatric medical industry is relatively slow. However, tens of millions of Chinese are still in urgent need of mental health services. To reconcile this contradiction, medical service providers must come up with innovative solutions to meet the unique needs of the Chinese market. In addition, analysts predict that China's psychiatric industry will continue to grow slowly in the future due to the high cost of consultation services and treatment that are not covered by medical insurance.

AvatarCare was created to target this consumer pain point, aiming to provide innovative, low-cost, mental health diagnostic aids through the use of artificial intelligence technology. Through the establishment of AvatarCare system, the mental health industry in China can be accelerated by providing more acceptable ways for patients in a relatively convenient and low-cost way.

## Regions with the Highest Demand for Psychological Counselors in China



Source: Xinli001

Graphic©Asia Briefing Ltd.

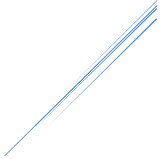
## Operations

### Locations & Facilities

As a start up by young college students, our company will be located in the incubation center of Beijing at a free cost to develop which can accommodate 15-30 employees. After 6 years, we would consider rent an office in Beijing CBD area, estimated 50-100 employees in the future. We will have an open environment that will promote creative cooperation and an atmosphere of leisure. We will assess and increase the size of our existing offices, as our sales growth increases more staff and manufacturing.

### Technology

AvatarCare services will include a unique set of facilities. Our client, the hospital, will receive an AvatarCare monitor and receiver installed by one of our certified



technicians. Our patented receiver will be connected to the LAN. We will provide technical support 24 hours a day, 7 days a week, for each site manager. Data reports will be sent to doctors every 12 hours via local area networks. Weekly test reports will be provided to ensure that doctors follow up the patient's diagnosis.

## **Hardware/Software**

As an AI diagnosis system, AvatarCare provides a set of services combining software mostly. The software terminal is installed in the personal workstation purchased by our company, and the information provided by the patient is collected through built-in recording and camera equipment. After local collection, the data is transmitted to the cloud server through the network port for data exchange. The local port will regularly submit the work status report to the cloud server, so as to facilitate technicians to monitor the running status of the software running end and improve the maintainability. Hardware includes local workstations, output ports (local displays), recording and video devices, and remote cloud servers.

# Company

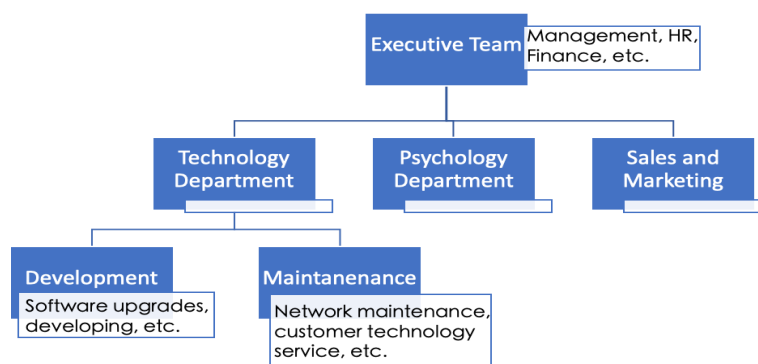
## Overview

AvatarCare Company is a high-tech company aims at applying advanced artificial intelligence into the practical scope of counseling psychology. The mission of AvatarCare Company is assisting counseling with technology, and our vision is everyone can receive effective and reasonably priced counseling services. AvatarCare Company has created a website-based avatar assistant as a tool for acquiring clients' information, updating, and tentative diagnosis. We believe in the future, the need for effective counseling will keep increasing and AI technology is going to play an important role in terms of assistance. The slogan of our company is “always be here” since machine can work 24 hours 7 days.

## Team

In our company, the executive team includes management, HR, Finance, etc. Under the executive team, there are three departments: Technology Department, Psychology Department, and Sales and Marketing Department. For the Technology Department, it has two branches: one is Development which mainly focuses on the software upgrades and developing; the other is Maintenance including Network Maintenance, customer technology service and so on.

Figure. Avatarcare Start up Organization Chart



# Financial Plan

## Forecast

### Key Assumptions

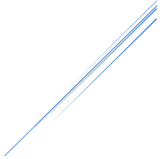
- Sales Projections - see Appendix A
- We assume double growth rate for spreading our avatar assistant
- We hire 10 developing professionals at first two years (1 designer, 1 product manager, 1 AI/ML Senior programmer, 2 data scientist, 2 software ai engineer, 1 AI success director, 2 psychology professional). In the following years, we only keep 1 product manager, 1 AI/ML Senior programmer and 1 data scientist for direct costs.
- Rent in the incubation centers for free supported by government encouraging policies toward college entrepreneurship
- Utilities include telephone, internet, electricity, water, and gas.
- Insurance expenses includes vehicles, liability, and worker's compensation
- Marketing Expenses include business cards, flyers, and promotions.
- We will borrow \$120,000 from the bank for three years with 4.75% interest rate.

## Financing

### Use of Funds

We will use that target goal and will use \$700,000 in order to help develop and launch the software. As stated before this is going to be a major expense at the beginning however once perfected it is only a one-time installation with minor repairs for the future. We also will use \$314,000 to handle marketing, utilities and other operating costs. We also want to work on our patent so we have rights to this idea, which is included in the advanced development fees. Finally, we would use \$20,000 for all the operations cost. Successful as we plan it to be and it expands a great amount than we will seek the outside investment from Venture Capital or another loan from Small Business Administration.

### Sources of Funds



AvatarCare funds money from personal investment, venture capital, business incubators, government grants and subsidies, and bank loans. AvatarCare would like to achieve a total of \$1,124,100. Individually, each member will invest \$40,000, a total of \$120,000. We have planned to borrow another \$120,000 from the bank. We seek for \$984,100 from investors, bringing our goal to \$1,124,100.

# Appendix

## Six Years Projected Income Statement

6 Years Projected Income Statements (\$)						
	yr1	yr2	yr3	yr4	yr5	yr6
Revenue				396,000	828,000	1,692,000
Direct Costs	300,000	300,000	100,000	100,000	100,000	100,000
Gross Margin				296,000	728,000	1,592,000
Gross Margin %				75%	88%	94%
Operating Expenses						
Salary	40,000	40,000	130,000	130,000	260,000	520,000
Employee Related Expense	3,000	3,000	15,000	15,000	30,000	60,000
Rent	-	-	-	-	-	-
Insurance	4,000	4,000	13,000	13,000	26,000	
Marketing	-	-	50,000	50,000	100,000	200,000
Utilities/Offices	3,000	3,000	6,000	6,000	12,000	24,000
Total Operating Expenses	50,000	50,000	214,000	214,000	428,000	804,000
Operating Income						
Interest Incurred	5,700	5,700	5,700	-	-	-
Depreciation and Amortization	-	-	-	-	-	-
Income Taxes	35,000	35,000	23,000	23,000	36,000	62,000
Total Expenses	390,700	390,700	342,700	337,000	564,000	966,000
Net Profit	(390,700)	(390,700)	(342,700)	59,000	264,000	726,000
Net Profit/Sales				15%	32%	43%



# Six Years Projected Balance Sheet

6 Years Projected Balance Sheet (\$)

	yr1	yr2	yr3	yr4	y5	yr6
Cash				316,800	662,400	1,353,600
Accounts Receivable	-	-	-	79,200	165,600	338,400
Inventory						
<b>Total Current Assets</b>	-	-	-	396,000	828,000	1,692,000
Investment	328,033	328,033	328,033			
Long-Term Assets	300,000	300,000	100,000	100,000	100,000	100,000
Accumulated Depreciation						
<b>Total Long-Term Assets</b>	628,033	628,033	428,033	100,000	100,000	100,000
<b>Total Assets</b>	628,033	628,033	428,033	496,000	928,000	1,792,000
Accounts Payable	5,700	5,700	5,700	-	-	-
Taxes Payable	35,000	35,000	23,000	23,000	36,000	62,000
Short-Term Debt						
Prepaid Revenue						
<b>Total Current Liabilities</b>	40,700	40,700	28,700	23,000	36,000	62,000
Long-Term Debt	120,000	120,000	120,000			
<b>Total Liabilities</b>	160,700	160,700	148,700	23,000	36,000	62,000
Paid-in Capital	328,033	328,033	328,033			
Retained Earnings	530,000	530,000	294,000	414,000	628,000	1,004,000
Earnings	(390,700)	(390,700)	(342,700)	59,000	264,000	726,000
<b>Total Owner's Equity</b>	467,333	467,333	279,333	473,000	892,000	1,730,000
<b>Total Liabilities &amp; Equity</b>	628,033	628,033	428,033	496,000	928,000	1,792,000



Profit and Loss Statement (With First Year Monthly Detail) (\$)

First Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Revenue	-											
Direct Costs	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
Gross Margin	-											
Gross Margin %	-											
Operating Expenses	-											
Salary	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333
Employee Related Expe	250	250	250	250	250	250	250	250	250	250	250	250
Rent	-											
Insurance	333	333	333	333	333	333	333	333	333	333	333	333
Marketing	-											
Utilities/Offices	250	250	250	250	250	250	250	250	250	250	250	250
Total Operating Expenses	4,167	4,167	17,833	17,833	35,667	67,000	-	-	-	-	-	-
Operating Income	-											
Interest Incurred	475	475	475	475	475	475	475	475	475	475	475	475
Depreciation and Amortizatiar	-											
Income Taxes	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917
Total Expenses	32,558	32,558	32,558	32,558	32,558	32,558	32,558	32,558	32,558	32,558	32,558	32,558
Net Profit	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)
Net Profit/Sales	-											



Balance Sheet (With First Year Monthly Detail) (\$)

First Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cash	-	-	-	-	-	-	-	-	-	-	-	-
Accounts Receivable	-	-	-	-	-	-	-	-	-	-	-	-
Inventory	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Current Assets</b>	-	-	-	-	-	-	-	-	-	-	-	-
Investment	27,336	27,336	27,336	27,336	27,336	27,336	27,336	27,336	27,336	27,336	27,336	27,336
Long-Term Assets	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
Accumulated Depreciation	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Long-Term Assets</b>	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336
<b>Total Assets</b>	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336
Accounts Payable	475	475	475	475	475	475	475	475	475	475	475	475
Taxes Payable	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917
Short-Term Debt	-	-	-	-	-	-	-	-	-	-	-	-
Prepaid Revenue	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Current Liabilities</b>	3,392	3,392	3,392	3,392	3,392	3,392	3,392	3,392	3,392	3,392	3,392	3,392
Long-Term Debt	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
<b>Total Liabilities</b>	13,392	13,392	13,392	13,392	13,392	13,392	13,392	13,392	13,392	13,392	13,392	13,392
Paid-In Capital	27,336	27,336	27,336	27,336	27,336	27,336	27,336	27,336	27,336	27,336	27,336	27,336
Retained Earnings	44,167	44,167	44,167	44,167	44,167	44,167	44,167	44,167	44,167	44,167	44,167	44,167
Earnings	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)	(32,558)
<b>Total Owner's Equity</b>	38,944	38,944	38,944	38,944	38,944	38,944	38,944	38,944	38,944	38,944	38,944	38,944
<b>Total Liabilities &amp; Equity</b>	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336	52,336