

hire routes, inc.

		Employer Mix %
Minimum Reward Amount for Recruiters to Post (% of Salary)	5.00%	20%
Minimum Reward Amount for Companies to Post (% of Salary)	15.00%	80%
Average Salary	\$ 50,000.00	
Average Reward*	\$ 6,500.00	
Monthly Post Fee	\$ 25.00	
Networker Reward %	75.00%	
Average Reward per Networker	\$ 4,875.00	
Job Seeker Reward %	75.00%	
Average Reward per Job Seeker	\$ 4,875.00	
CC Processing Fees	0.50%	

	Month	1 Jun-12	2 Jul-12	3 Aug-12	4 Sep-12	5 Oct-12	6 Nov-12	7 Dec-12	8 Jan-13	9 Feb-13	10 Mar-13	11 Apr-13	12 May-13	TOTAL
Companies/Recruiters	5	5	6	8	10	12	15	19	24	30	37	47	58	
Growth Rate in Companies/Recruiters	25.00%													
Job Seekers	25	25	38	56	84	127	190	285	427	641	961	1,442	2,162	
Growth Rate in Job Seekers	50.00%													
Average Job Post per Company	1	1.00	1.25	1.56	1.95	2.44	3.05	3.81	4.77	5.96	7.45	9.31	11.64	
Growth Rate of Job Post Per Company	25.00%													
TOTAL JOB POSTS		5.00	7.81	12.21	19.07	29.80	46.57	72.76	113.69	177.64	277.56	433.68	677.63	1,873
% of Hires through Networkers	90%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	
% of Hires through Hire Routes	10%	10%	15%	20%	25%	30%	35%	40%	45%	50%	55%	60%	65%	
Average Successful Hire Rate (direct or not)	20.00%	20.00%	22.00%	24.20%	26.62%	29.28%	32.21%	35.43%	38.97%	42.87%	47.16%	51.87%	57.06%	
Growth Rate of Successful Hire Rate	10.00%													

	Month	1 Mar-12	2 Apr-12	3 May-12	4 Jun-12	5 Jul-12	6 Aug-12	7 Sep-12	8 Oct-12	9 Nov-12	10 Dec-12	11 Jan-13	12 Feb-13	TOTAL
REVENUE														
Successful Hire through Networks	\$ -	-	1,463	2,374	3,840	6,188	9,927	15,843	25,135	39,601	61,876	95,715	146,231	408,193
Successful Hire through HR (no networkers)	\$ -	-	163	419	960	2,063	4,254	8,531	16,757	32,401	61,876	116,985	219,347	463,755
Post Fees	\$ 125	125	195	305	477	745	1,164	1,819	2,842	4,441	6,939	10,842	16,941	46,835
Advertising Revenue	\$ -	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Revenue	\$ 125	\$ 1,820	\$ 3,098	\$ 5,277	\$ 8,996	\$ 15,345	\$ 26,192	\$ 44,734	\$ 76,443	\$ 130,692	\$ 223,542	\$ 382,519	\$ 918,783	
EXPENSES														
Operating Expenses														
Salaries		2,500	2,500	6,667	6,667	6,667	22,917	22,917	22,917	22,917	22,917	22,917	22,917	185,417
Outsourced Product Development	5,000.00	5,000	5,000	5,000	-	-	-	-	-	-	-	-	-	15,000
Marketing		-	5,000	5,000	5,000	-	-	-	-	-	-	-	-	15,000
Workers Benefits	1,500.00	-	-	-	-	-	1,500	1,500	1,500	1,500	1,500	1,500	1,500	10,500
CC Processing		1	9	15	26	45	77	131	224	382	653	1,118	1,913	4,594
Rent	1,000.00	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Utilities		-	-	-	-	-	-	-	-	-	-	-	-	-
Legal		-	2,500	2,500	2,500	2,500	-	-	-	-	-	-	-	10,000
Accounting		-	-	-	-	-	-	-	-	-	-	5,000	-	5,000
Hardware		-	-	-	-	-	10,000	-	-	-	-	-	-	10,000
TOTAL EXPENSES		8,501	16,009	20,182	15,193	10,212	35,493	25,548	25,640	25,799	26,070	31,534	27,329	267,511
EBIT/Operating Profit		(8,376)	(14,189)	(17,084)	(9,916)	(1,216)	(20,148)	645	19,094	50,644	104,622	192,008	355,190	651,273
Interest Expense		-	-	-	-	-	-	-	-	-	-	-	-	-
Income Taxes		-	-	-	-	-	-	-	-	-	-	-	-	-
Net Income		(8,376)	(14,189)	(17,084)	(9,916)	(1,216)	(20,148)	645	19,094	50,644	104,622	192,008	355,190	651,273