

Seed
 Financial Projections (v2)
 For the years ending Dec 31

	Y1	Y2	Y3	Y4	Y5	Industry
Revenues	3,000,000	6,000,000	12,000,000	24,000,000	48,000,000	
Cost of Services	1,426,000	2,777,250	5,502,578	10,856,497	21,467,238	
Gross Profit	1,574,000	3,222,750	6,497,423	13,143,503	26,532,762	
	52.5%	53.7%	54.1%	54.8%	55.3%	55-65%
Sales & Marketing	637,500	1,067,813	1,921,622	3,457,369	5,715,356	
General & Admin	389,000	773,500	1,362,599	2,319,648	3,418,330	
R&D	180,000	360,000	1,125,000	2,250,000	7,260,000	
	1,206,500	2,201,313	4,409,221	8,027,016	16,393,686	
Operating Income	367,500	1,021,438	2,088,201	5,116,487	10,139,076	
	12.3%	17.0%	17.4%	21.3%	21.1%	16-21%

Revenues	20	30	48	80	120
Number of contracts					
Average contract size	\$ 150,000.00	\$ 200,000.00	\$ 250,000.00	\$ 300,000.00	\$ 400,000.00
	\$ 3,000,000.00	\$ 6,000,000.00	\$ 12,000,000.00	\$ 24,000,000.00	\$ 48,000,000.00

Cost of Services					
Partner Ave Rate	\$ 500.00	\$ 525.00	\$ 551.25	\$ 578.81	\$ 607.75
Director Ave Rate	\$ 300.00	\$ 315.00	\$ 330.75	\$ 347.29	\$ 364.65
Senior Associate Ave Rate	\$ 200.00	\$ 210.00	\$ 220.50	\$ 231.53	\$ 243.10
Associate Ave Rate	\$ 100.00	\$ 105.00	\$ 110.25	\$ 115.76	\$ 121.55
Partner Ave %	12.5%	10.0%	7.5%	5.0%	2.5%
Director Ave %	2.5%	5.0%	7.5%	10.0%	12.5%
Senior Associate Ave %	60.0%	62.5%	65.0%	67.5%	70.0%
Associate Ave %	25.0%	22.5%	20.0%	17.5%	15.0%
	100.0%	100.0%	100.0%	100.0%	100.0%
Partner Ave Billed/Contract	\$ 18,750	\$ 20,000	\$ 18,750	\$ 15,000	\$ 10,000
Director Ave Billed/Contract	\$ 3,750	\$ 10,000	\$ 18,750	\$ 30,000	\$ 50,000
Sr Associate Ave Billed/Contract	\$ 90,000	\$ 125,000	\$ 162,500	\$ 202,500	\$ 280,000
Associate Ave Billed/Contract	\$ 37,500	\$ 45,000	\$ 50,000	\$ 52,500	\$ 60,000
Partner Ave Hours/Contract	37.5	38.1	34.0	25.9	16.5
Director Ave Hours/Contract	12.5	31.7	56.7	86.4	137.1
Sr Associate Ave Hours/Contract	450.0	595.2	737.0	874.6	1,151.8
Associate Ave Hours/Contract	375.0	428.6	453.5	453.5	493.6
Partner Billed Hours	750	1,143	1,633	2,073	1,974
Director Billed Hours	250	952	2,721	6,911	16,454
Sr Associate Billed Hours	9,000	17,857	35,374	69,971	138,214
Associate Billed Hours	7,500	12,857	21,769	36,281	59,235
Total Billable Hours	17,500	32,810	61,497	115,236	215,877
Revenue/Billable Hour	\$ 171	\$ 183	\$ 195	\$ 208	\$ 222
Billable Hours/Year/Billable Employee	1,380	1,380	1,380	1,380	1,380
Partners Required	0.5	0.8	1.2	1.5	1.4
Directors Required	0.2	0.7	2.0	5.0	11.9
Sr Associates Required	6.5	12.9	25.6	50.7	100.2
Associates Required	5.4	9.3	15.8	26.3	42.9
Billable Employees Required	12.7	23.8	44.6	83.5	156.4
Partners Required - Rounded Up	-	1.0	2.0	2.0	2.0
Directors Required - Rounded Up	1.0	1.0	2.0	6.0	12.0
Sr Associates Required - Rounded Up	7.0	13.0	26.0	51.0	101.0
Associates Required - Rounded Up	6.0	10.0	16.0	27.0	43.0
Billable Employees Required - Rounded Up	14	25	46	86	158
Revenues/Billable Employee Rounded	\$ 214,286	\$ 240,000	\$ 260,870	\$ 279,070	\$ 303,797
Ave Partner Salary	\$ 200,000	\$ 210,000	\$ 220,500	\$ 231,525	\$ 243,101
Ave Director Salary	\$ 150,000	\$ 157,500	\$ 165,375	\$ 173,644	\$ 182,326
Ave Sr Associate Salary	\$ 100,000	\$ 105,000	\$ 110,250	\$ 115,763	\$ 121,551
Ave Associate Salary	\$ 65,000	\$ 68,250	\$ 71,663	\$ 75,246	\$ 79,008
Partner Salaries	\$ -	\$ 210,000	\$ 441,000	\$ 463,050	\$ 486,203
Director Salaries	\$ 150,000	\$ 157,500	\$ 330,750	\$ 1,041,863	\$ 2,187,911
Sr Associate Salaries	\$ 700,000	\$ 1,365,000	\$ 2,866,500	\$ 5,903,888	\$ 12,276,613
Associate Salaries	\$ 390,000	\$ 682,500	\$ 1,146,600	\$ 2,031,632	\$ 3,397,340
Cost of Time - Net	\$ 1,240,000	\$ 2,415,000	\$ 4,784,850	\$ 9,440,432	\$ 18,348,067
Cost of Time - Gross	\$ 1,426,000	\$ 2,777,250	\$ 5,502,578	\$ 10,856,497	\$ 21,467,238

\$250K (Avg = \$259K)

Expenses
 Sales & Marketing

1 - Confidential

EFTA01120673

Sales					
Salespeople					
Contracts/Salesperson	10.0	10.0	10.0	10.0	10.0
Salespeople	2.0	3.0	4.8	8.0	12.0
Salespeople - Rounded Up	2.0	3.0	5.0	8.0	12.0
Salesperson salary	\$ 125,000.00	\$ 131,250.00	\$ 137,812.50	\$ 144,703.13	\$ 151,938.28
Salespeople salaries - Net	\$ 250,000.00	\$ 393,750.00	\$ 689,062.50	\$ 1,157,625.00	\$ 1,823,259.38
Salespeople salaries - Gross	\$ 287,500.00	\$ 452,812.50	\$ 792,421.88	\$ 1,331,268.75	\$ 2,096,748.28
Commissions					
Commission %	2%	2%	2%	2%	2%
Commissions Total	\$ 60,000.00	\$ 120,000.00	\$ 240,000.00	\$ 480,000.00	\$ 960,000.00
Commissions/salesperson	\$ 30,000.00	\$ 40,000.00	\$ 48,000.00	\$ 60,000.00	\$ 80,000.00
Ave package	\$ 155,000.00	\$ 171,250.00	\$ 185,812.50	\$ 204,703.13	\$ 231,938.28
T&E					
Ave T&E/contract	\$ 10,000.00	\$ 10,500.00	\$ 11,025.00	\$ 11,576.25	\$ 12,155.06
Total T&E	\$ 200,000.00	\$ 315,000.00	\$ 529,200.00	\$ 926,100.00	\$ 1,458,607.50
Marketing					
% of Sales	3.0%	3.0%	3.0%	3.0%	2.5%
Total Marketing	\$ 90,000.00	\$ 180,000.00	\$ 360,000.00	\$ 720,000.00	\$ 1,200,000.00
	\$ 637,500.00	\$ 1,067,812.50	\$ 1,921,621.88	\$ 3,457,368.75	\$ 5,715,355.78
	21%	18%	16%	14%	12%
General & Admin					
Management (Non-Billable)					
President/COO (Partner)	\$ -	\$ 210,000.00	\$ 220,500.00	\$ 231,525.00	\$ 243,101.25
CFO (Partner)	\$ 200,000.00	\$ 210,000.00	\$ 220,500.00	\$ 231,525.00	\$ 243,101.25
CTO (Partner)	\$ -	\$ -	\$ 220,500.00	\$ 231,525.00	\$ 243,101.25
Director of Business Development (Director)	\$ -	\$ -	\$ -	\$ 173,643.75	\$ 182,325.94
Director of HR (Director)	\$ -	\$ -	\$ -	\$ 173,643.75	\$ 182,325.94
Director of Legal Affairs (Director)	\$ -	\$ -	\$ -	\$ -	\$ 182,325.94
	\$ 200,000.00	\$ 420,000.00	\$ 661,500.00	\$ 1,041,862.50	\$ 1,276,281.56
Total Management - Gross	\$ 230,000.00	\$ 483,000.00	\$ 760,725.00	\$ 1,198,141.88	\$ 1,467,723.80
G&A Personnel (Non-Billable)					
Associates	-	-	1	2	3
Total	\$ -	\$ -	\$ 71,663	\$ 150,491	\$ 237,024
Total G&A Personnel - Gross	\$ -	\$ -	\$ 82,412	\$ 173,065	\$ 272,577
Rent					
Total employees	17	30	55	101	179
Square feet/employee	175	175	175	175	175
Total Square feet	2,975	5,250	9,625	17,675	31,325
Ave psf	\$ 40.00	\$ 42.00	\$ 44.10	\$ 46.31	\$ 48.62
Total rent	\$ 119,000	\$ 220,500	\$ 424,463	\$ 818,441	\$ 1,523,029
	4.0%	3.7%	3.5%	3.4%	3.2%
Professional Services & Insurance	\$ 30,000	\$ 50,000	\$ 65,000	\$ 80,000	\$ 95,000
Office/IT	\$ 10,000	\$ 20,000	\$ 30,000	\$ 50,000	\$ 60,000
	\$ 389,000.00	\$ 773,500.00	\$ 1,362,599.38	\$ 2,319,647.69	\$ 3,418,330.40
	13%	13%	11%	10%	7%
R&D					
Basic Research	\$ 35,000.00	\$ 52,500.00	\$ 157,500.00	\$ 315,000.00	\$ 945,000.00
New Services Development & Training	\$ 145,000.00	\$ 217,500.00	\$ 652,500.00	\$ 1,305,000.00	\$ 3,915,000.00
Licensing & Business Development	\$ -	\$ 90,000.00	\$ 315,000.00	\$ 630,000.00	\$ 2,400,000.00
	\$ 180,000.00	\$ 360,000.00	\$ 1,125,000.00	\$ 2,250,000.00	\$ 7,260,000.00
	6%	6%	9%	9%	15%
Billable Employees/Total Employees	82%	83%	84%	85%	88%
					80-85%