

Financial Projections for Dyadic LLC

A new company that can disrupt the \$10 billion market for personality assessment



Dyadic Inc.

Frederick, MD

www.dyadic.site

Year One Financial Projections

Price of video	\$9.95 per video
Video pmt processing	\$0.60 per video
Class tuition fee	\$149.00 per student
Class pmt processing	\$4.77 per student
Number of students	10 students per class
Web site hosting	\$25 per month
Founder salary	\$60,000 year one
Payroll tax rate	0.08 x salary
Payroll service	\$50 per month + \$6/mo per employee

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
INCOME				
Videos sold	0	0	250	500
Video sales	\$0	\$0	\$2,338	\$4,676
Classes taught	0	0	10	15
Class revenue	\$0	\$0	\$14,423	\$21,635
Licensing	\$0	\$0	\$0	\$0
Consulting	\$0	\$1,000	\$2,000	\$3,000
Total Income	\$0	\$1,000	\$19,021	\$29,825
EXPENSES				
Founder salary	\$15,000	\$15,000	\$15,000	\$15,000
Payroll taxes	\$1,200	\$1,200	\$1,200	\$1,200
Marketing	\$0	\$2,000	\$3,000	\$4,000
Video production	\$10,000	\$8,000	\$7,000	\$6,000
Office rent	\$750	\$750	\$750	\$750
Web site hosting	\$75	\$75	\$75	\$75
Books/Accounting	\$0	\$0	\$0	\$1,000
Payroll service	\$168	\$168	\$168	\$168
Technical	\$1,000	\$1,000	\$1,000	\$1,000
Legal	\$1,000	\$1,000	\$1,000	\$1,000
Miscellaneous	\$1,000	\$1,000	\$1,000	\$1,000
Total Expenses	\$30,193	\$30,193	\$30,193	\$31,193
NET INCOME	-\$30,193	-\$29,193	-\$11,172	-\$1,368
Total Yearly Income:				-\$71,926

Years 2-5 Financial Projections

	Year 2	Year 3	Year 4	Year 5
INCOME				
Videos sold	5000	7500	10000	15000
Video sales	\$46,758	\$70,136	\$93,515	\$140,273
Classes taught	50	60	75	100
Net class revenue	\$72,115	\$86,538	\$108,173	\$144,230
Licensing	\$50,000	\$250,000	\$750,000	\$1,750,000
Consulting	\$25,000	\$50,000	\$75,000	\$250,000
Total Income	\$198,923	\$464,234	\$1,036,763	\$2,299,603
EXPENSES				
<i>Salaries</i>				
Founder	\$70,000	\$80,000	\$90,000	\$100,000
Operations Manager	\$70,000	\$80,000	\$90,000	\$100,000
Account Manager		\$70,000	\$80,000	\$90,000
Admin Staff			\$70,000	\$150,000
<i>Payroll taxes</i>				
Founder	\$5,600	\$6,400	\$7,200	\$8,000
Operations Manager	\$5,600	\$6,400	\$7,200	\$8,000
Account Manager	\$0	\$0	\$5,600	\$12,000
Admin Staff	\$0	\$0	\$5,600	\$12,000
Marketing	\$5,000	\$25,000	\$50,000	\$100,000
Video production	\$5,000	\$25,000	\$50,000	\$50,000
Office rent	\$15,000	\$20,000	\$25,000	\$30,000
Web site hosting	\$600	\$1,000	\$1,200	\$1,500
Books/Accounting	\$2,500	\$4,000	\$7,500	\$10,000
Payroll service	\$744	\$816	\$888	\$960
Technical	\$5,000	\$10,000	\$15,000	\$20,000
Legal	\$2,500	\$5,000	\$10,000	\$15,000
Miscellaneous	\$5,000	\$10,000	\$15,000	\$20,000
Total Expenses	\$192,544	\$343,616	\$530,188	\$727,460
NET INCOME	\$6,379	\$120,618	\$506,575	\$1,572,143