

COMPANY NAME HERE
200X OPERATING PLAN - TARGET PLAN

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Income Statement	Jan-07	Feb-07	Mar-07	Apr-07	May-07
Recognized Revenues:					
Licensing revenue	\$ 522,945	\$ 830,528	\$ 959,932	\$ 534,051	\$ 864,222
Hosting revenue (bandwidth, storage, setu	113,375	128,463	143,950	160,700	178,050
Maintenance and integration services	51,436	64,010	67,093	64,188	78,467
Transaction fees	30,200	34,730	39,940	45,931	52,820
Total Revenue	\$ 717,956	\$ 1,057,731	\$ 1,210,914	\$ 804,870	\$ 1,173,559
Cost of sales and Operations	149,326	158,650	241,118	166,040	194,862
Sales (includes customer svc)	168,196	183,640	166,491	186,585	176,509
Marketing	301,743	298,010	402,128	374,881	318,107
Development	247,842	311,076	294,940	285,108	391,574
General & Administration	155,852	239,741	170,263	177,021	172,117
Total Operating Expense	1,022,960	1,186,117	1,274,940	1,189,634	1,253,168
Pretax Income / (Loss)	(305,004)	(128,387)	(64,025)	(384,764)	(79,609)
Income taxes					
Net Income/(Loss)	\$ (305,004)	\$ (128,387)	\$ (64,025)	\$ (384,764)	\$ (79,609)
Business Model %					
Revenue					
Licensing revenue	73%	79%	79%	66%	74%
Hosting revenue (bandwidth, storage, setu	16%	12%	12%	20%	15%
Maintenance and integration services	7%	6%	6%	8%	7%
Transaction fees	4%	3%	3%	6%	5%
Total Revenue	100%	100%	100%	100%	100%
Cost of revenues	21%	15%	20%	21%	17%
Sales	23%	17%	14%	23%	15%
Marketing	42%	28%	33%	47%	27%
Development	35%	29%	24%	35%	33%
General & Administration	22%	23%	14%	22%	15%
Total Operating Exp as % of Bookings	142%	112%	105%	148%	107%
Pretax Income / (Loss)	-42%	-12%	-5%	-48%	-7%
Income taxes					
Net Income/(Loss)	-42%	-12%	-5%	-48%	-7%
Invoicings by Product					
Server licenses	\$ 215,250	\$ 322,450	\$ 322,700	\$ 251,250	\$ 394,450
Hosted server account fees	171,560	196,500	207,340	227,580	238,420
Liquifier licenses	47,790	52,215	55,755	59,000	63,425
MusicPlayers (OEM)	157,515	337,529	446,844	73,500	241,084
Hosting fees (bandwidth / storage	82,775	95,263	108,550	122,900	138,050
Set up fees	30,600	33,200	35,400	37,800	40,000
Transaction fees	30,200	34,730	39,940	45,931	52,820
Maintenance revenue	43,050	64,490	64,540	50,250	78,890
Integration services	13,500	21,000	20,500	15,500	25,000
Total Invoicings	\$ 792,240	\$ 1,157,376	\$ 1,301,569	\$ 883,711	\$ 1,272,139
Headcount Assumptions					
COS (Operations)	1	1	2	2	2
Customer service	4	5	5	5	5
Sales	9	10	10	11	11
Marketing	13	13	14	14	14
R&D	22	25	25	25	30
G&A	11	14	14	14	14
Total Headcount	60	68	70	71	76
Revenue per Head (000s)					
Total Capital Expenditures	\$ 43,583	\$ 135,183	\$ 58,183	\$ 48,583	\$ 135,183

Sample Preview