

# ICONYCS

(Year 1 Startup P & L)

ICONYCS

DVW

04/04/21

ICONYCS- 3yr P & L

Red = Projected Black = Actuals

Operating Revenues (Yr. 1)	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	12 Mos.	Monthly Avg
Clients:	2	2	5	5	7	7	10	10	15	15	20	20	118	10
Published Reports:	1000	1000	2500	2500	3500	3500	5000	5000	7500	7500	10000	10000	59,000	4,917
Subscription Fees:	1000	1000	2500	2500	3500	3500	5000	5000	7500	7500	10000	10000	59,000	4,917
Data Updates:	1667	1667	4167	4167	5833	5833	8333	8333	12500	12500	16667	16667	98,333	8,194
Direct Marketing Fees:	2500	2500	6250	6250	8750	8750	12500	12500	18750	18750	25000	25000	147,500	12,292
<b>Total Report and Data Fees:</b>	<b>\$6,167</b>	<b>\$6,167</b>	<b>\$15,417</b>	<b>\$15,417</b>	<b>\$21,583</b>	<b>\$21,583</b>	<b>\$30,833</b>	<b>\$30,833</b>	<b>\$46,250</b>	<b>\$46,250</b>	<b>\$61,667</b>	<b>\$61,667</b>	<b>\$363,833</b>	\$30,319
Non-Collectable Fees:	(\$308)	(\$308)	(\$771)	(\$771)	(\$1,079)	(\$1,079)	(\$1,542)	(\$1,542)	(\$2,313)	(\$2,313)	(\$3,083)	(\$3,083)	(\$18,192)	(\$1,516)
<b>Net Service Fees:</b>	<b>\$5,858</b>	<b>\$5,858</b>	<b>\$14,646</b>	<b>\$14,646</b>	<b>\$20,504</b>	<b>\$20,504</b>	<b>\$29,292</b>	<b>\$29,292</b>	<b>\$43,938</b>	<b>\$43,938</b>	<b>\$58,583</b>	<b>\$58,583</b>	<b>\$345,642</b>	\$28,803
Refunds and Discounts:	(\$293)	\$293	\$732	\$732	\$1,025	\$1,025	\$1,465	\$1,465	\$2,197	\$2,197	\$2,929	\$2,929	\$16,696	\$1,391
<b>Total Revenue From Operations:</b>	<b>\$5,565</b>	<b>\$6,151</b>	<b>\$15,378</b>	<b>\$15,378</b>	<b>\$21,529</b>	<b>\$21,529</b>	<b>\$30,756</b>	<b>\$30,756</b>	<b>\$46,134</b>	<b>\$46,134</b>	<b>\$61,513</b>	<b>\$61,513</b>	<b>\$362,338</b>	\$30,195
<b>II. OPERATING EXPENSES</b>														
<b>FTE:</b>	1	1	1	3	3	3	3	3	3	3	3	3	3	3
President / CEO:	0	0	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	45,000	3750
Operations Manager:	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Analysts(1):	0	0	0	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	40,500	3375
Programmers (1):	0	0	0	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	58,500	4,875
Administrative Support(0):	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bonus Pool:	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Employee Benefits (.20%):	0	0	0	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	28,800	2,400
<b>Total Employee Expense:</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$19,200</b>	<b>\$19,200</b>	<b>\$19,200</b>	<b>\$19,200</b>	<b>\$19,200</b>	<b>\$19,200</b>	<b>\$19,200</b>	<b>\$19,200</b>	<b>\$19,200</b>	<b>\$172,800</b>	\$14,400
Rent Expense:	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000	2,500
Office Utilities	500	500	500	500	500	500	500	500	500	500	500	500	6,000	500
Phones:	500	500	500	500	500	500	500	500	500	500	500	500	6,000	500
Furniture & Equipment:	500	500	500	500	500	500	500	500	500	500	500	500	6,000	500
IT Equipment and Support	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	2,000
Supplies & Postage:	100	100	100	100	100	100	200	200	200	200	200	200	1,800	150
Marketing Expense:	1,000	1,000	1,000	1,000	1,000	1,000	2,000	2,000	2,000	2,000	2,000	2,000	18,000	1,500
Bus. Development / Ent. & Travel:	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	1,000
Legal / Accounting:	100	100	100	100	100	100	100	100	100	100	100	100	1,200	100
Data Costs:	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	5,000
<b>Total Non-Employee Exps:</b>	<b>\$13,200</b>	<b>\$13,200</b>	<b>\$13,200</b>	<b>\$13,200</b>	<b>\$13,200</b>	<b>\$13,200</b>	<b>\$14,300</b>	<b>\$14,300</b>	<b>\$14,300</b>	<b>\$14,300</b>	<b>\$14,300</b>	<b>\$14,300</b>	<b>\$165,000</b>	\$13,750
<b>TOTAL OPERATING EXPENSES:</b>	<b>\$13,200</b>	<b>\$13,200</b>	<b>\$13,200</b>	<b>\$32,400</b>	<b>\$32,400</b>	<b>\$32,400</b>	<b>\$33,500</b>	<b>\$33,500</b>	<b>\$33,500</b>	<b>\$33,500</b>	<b>\$33,500</b>	<b>\$33,500</b>	<b>\$337,800</b>	\$28,150
DEBT INTEREST EXPENSE	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$20,000	\$1,667
DEPRECIATION EXPENSE:	\$555	\$555	\$555	\$555	\$555	\$555	\$555	\$555	\$555	\$555	\$555	\$555	\$6,660	\$555
<b>PRE-TAX OPERATING INCOME:</b>	<b>(\$9,856)</b>	<b>(\$9,270)</b>	<b>(\$44)</b>	<b>(\$19,244)</b>	<b>(\$13,092)</b>	<b>(\$13,092)</b>	<b>(\$4,965)</b>	<b>(\$4,965)</b>	<b>\$10,413</b>	<b>\$10,413</b>	<b>\$25,791</b>	<b>\$25,791</b>	<b>(\$2,122)</b>	(\$177)
Pre-Tax Profit (100%):	(\$9,856)	(\$9,270)	(\$44)	(\$19,244)	(\$13,092)	(\$13,092)	(\$4,965)	(\$4,965)	\$10,413	\$10,413	\$25,791	\$25,791	(\$2,122)	(\$177)
Pre-Tax Profit % of Revenue:	-177.1%	-150.7%	-0.3%	-125.1%	-60.8%	-60.8%	-16.1%	-16.1%	22.6%	22.6%	41.9%	41.9%	-0.6%	-0.6%

# ICONYCS

Year 2 Pro-forma P & L

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04/04/21

ICONYCS- 3yr P & L

Operating Revenues (Yr. 2)	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	12 Mos.	Monthly Avg
Clients:	20	25	30	35	40	45	50	50	50	50	50	50	495	41
Published Reports:	10000	12500	15000	17500	20000	22500	25000	25000	25000	25000	25000	25000	247,500	20,625
Subscription Fees:	10000	12500	15000	17500	20000	22500	25000	25000	25000	25000	25000	25000	247,500	20,625
Data Updates:	16667	20833	25000	29167	33333	37500	41667	41667	41667	41667	41667	41667	412,500	34,375
Direct Marketing Fees:	50000	62500	75000	87500	100000	112500	125000	125000	125000	125000	125000	125000	1,237,500	103,125
<b>Total Report and Data Fees:</b>	<b>\$86,667</b>	<b>\$108,333</b>	<b>\$130,000</b>	<b>\$151,667</b>	<b>\$173,333</b>	<b>\$195,000</b>	<b>\$216,667</b>	<b>\$216,667</b>	<b>\$216,667</b>	<b>\$216,667</b>	<b>\$216,667</b>	<b>\$216,667</b>	<b>\$2,145,000</b>	\$178,750
<b>Non-Collectable Fees:</b>	<b>(\$4,333)</b>	<b>(\$5,417)</b>	<b>(\$6,500)</b>	<b>(\$7,583)</b>	<b>(\$8,667)</b>	<b>(\$9,750)</b>	<b>(\$10,833)</b>	<b>(\$10,833)</b>	<b>(\$10,833)</b>	<b>(\$10,833)</b>	<b>(\$10,833)</b>	<b>(\$10,833)</b>	<b>(\$107,250)</b>	(\$8,938)
<b>Net Service Fees:</b>	<b>\$82,333</b>	<b>\$102,917</b>	<b>\$123,500</b>	<b>\$144,083</b>	<b>\$164,667</b>	<b>\$185,250</b>	<b>\$205,833</b>	<b>\$205,833</b>	<b>\$205,833</b>	<b>\$205,833</b>	<b>\$205,833</b>	<b>\$205,833</b>	<b>\$2,037,750</b>	\$169,813
<b>Refunds and Discounts:</b>	<b>(\$4,117)</b>	<b>\$5,146</b>	<b>\$6,175</b>	<b>\$7,204</b>	<b>\$8,233</b>	<b>\$9,263</b>	<b>\$10,292</b>	<b>\$10,292</b>	<b>\$10,292</b>	<b>\$10,292</b>	<b>\$10,292</b>	<b>\$10,292</b>	<b>\$93,654</b>	\$7,805
<b>Total Revenue From Operations:</b>	<b>\$78,217</b>	<b>\$108,063</b>	<b>\$129,675</b>	<b>\$151,288</b>	<b>\$172,900</b>	<b>\$194,513</b>	<b>\$216,125</b>	<b>\$216,125</b>	<b>\$216,125</b>	<b>\$216,125</b>	<b>\$216,125</b>	<b>\$216,125</b>	<b>\$2,131,404</b>	\$177,617
<b>II. OPERATING EXPENSES</b>														
FTE:	10	10	10	10	10	10	10	10	10	10	10	10	10	10
President / CEO:	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000	10000
Operations Manager(1):	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	78,000	6500
Analyst(4):	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	216,000	18000
Programmers (2):	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	78,000	6,500
Administrative Support(2):	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	60,000
Bonus Pool:	0	807	1,836	2,865	3,894	4,924	5,953	5,953	5,953	5,953	5,953	5,953	50,043	4,170
Employee Benefits (.20%):	9,200	9,200	9,200	9,200	9,200	9,200	9,200	9,200	9,200	9,200	9,200	9,200	110,400	9,200
<b>Total Employee Expense:</b>	<b>\$55,200</b>	<b>\$56,007</b>	<b>\$57,036</b>	<b>\$58,065</b>	<b>\$59,094</b>	<b>\$60,124</b>	<b>\$61,153</b>	<b>\$61,153</b>	<b>\$61,153</b>	<b>\$61,153</b>	<b>\$61,153</b>	<b>\$61,153</b>	<b>\$712,443</b>	\$59,370
Rent Expense:	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	5,000
Office Utilities	500	500	500	500	500	500	500	500	500	500	500	500	6,000	500
Phones:	500	500	500	500	500	500	500	500	500	500	500	500	6,000	500
Furniture & Equipment:	500	500	500	500	500	500	500	500	500	500	500	500	6,000	500
IT Equipment and Support	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000	3,000
Supplies & Postage:	500	500	500	500	500	500	500	500	500	500	500	500	6,000	500
Marketing Expense:	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	5,000
Bus. Development / Ent. & Travel:	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000	2,500
Legal / Accounting:	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	2,000
Data Costs:	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000	10,000
<b>Total Non-Employee Exps:</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$29,500</b>	<b>\$354,000</b>	\$29,500
<b>TOTAL OPERATING EXPENSES:</b>	<b>\$84,700</b>	<b>\$85,507</b>	<b>\$86,536</b>	<b>\$87,565</b>	<b>\$88,594</b>	<b>\$89,624</b>	<b>\$90,653</b>	<b>\$90,653</b>	<b>\$90,653</b>	<b>\$90,653</b>	<b>\$90,653</b>	<b>\$90,653</b>	<b>\$1,066,443</b>	\$88,870
<b>INTEREST EXPENSE</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$5,833</b>	<b>\$70,000</b>	\$5,833
<b>DEPRECIATION EXPENSE:</b>	<b>\$583</b>	<b>\$583</b>	<b>\$583</b>	<b>\$583</b>	<b>\$583</b>	<b>\$583</b>	<b>\$583</b>	<b>\$583</b>	<b>\$583</b>	<b>\$583</b>	<b>\$583</b>	<b>\$583</b>	<b>\$6,990</b>	\$583
<b>PRE-TAX OPERATING INCOME:</b>	<b>(\$12,899)</b>	<b>\$16,140</b>	<b>\$36,723</b>	<b>\$57,306</b>	<b>\$77,890</b>	<b>\$98,473</b>	<b>\$119,056</b>	<b>\$119,056</b>	<b>\$119,056</b>	<b>\$119,056</b>	<b>\$119,056</b>	<b>\$119,056</b>	<b>\$987,971</b>	\$82,331
Pre-Tax Profit (100%):	(\$12,899)	\$16,140	\$36,723	\$57,306	\$77,890	\$98,473	\$119,056	\$119,056	\$119,056	\$119,056	\$119,056	\$119,056	\$987,971	\$82,331
Pre-Tax Profit % of Revenue:	-16.5%	14.9%	28.3%	37.9%	45.0%	50.6%	55.1%	55.1%	55.1%	55.1%	55.1%	55.1%	46.4%	46.4%

# ICONYCS

Year 3 Pro-forma P & L

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04/04/21

ICONYCS- 3yr P & L

Operating Revenues (Yr. 3)	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-21	Jan-23	Feb-23	Apr-23	May-23	12 Mos.	Monthly Avg
Clients:	50	50	55	55	60	60	65	65	70	70	75	75	750	63
Published:	7000	7000	17500	17500	24500	24500	35000	35000	52500	52500	70000	70000	413,000	34,417
Subscription:	7000	7000	17500	17500	24500	24500	35000	35000	52500	52500	70000	70000	413,000	34,417
Data Updates:	10000	10000	25000	25000	35000	35000	50000	50000	75000	75000	100000	100000	590,000	49,167
Direct Marketing Fees:	187500	187500	206250	206250	225000	225000	243750	243750	262500	262500	281250	281250	2,812,500	234,375
<b>Total Report and Data Fees:</b>	<b>\$211,500</b>	<b>\$211,500</b>	<b>\$266,250</b>	<b>\$266,250</b>	<b>\$309,000</b>	<b>\$309,000</b>	<b>\$363,750</b>	<b>\$363,750</b>	<b>\$442,500</b>	<b>\$442,500</b>	<b>\$521,250</b>	<b>\$521,250</b>	<b>\$4,228,500</b>	<b>\$352,375</b>
Non-Collectable Fees:	(\$10,575)	(\$10,575)	(\$13,313)	(\$13,313)	(\$15,450)	(\$15,450)	(\$18,188)	(\$18,188)	(\$22,125)	(\$22,125)	(\$26,063)	(\$26,063)	(\$211,425)	(\$17,619)
<b>Net Service Fees:</b>	<b>\$200,925</b>	<b>\$200,925</b>	<b>\$252,938</b>	<b>\$252,938</b>	<b>\$293,550</b>	<b>\$293,550</b>	<b>\$345,563</b>	<b>\$345,563</b>	<b>\$420,375</b>	<b>\$420,375</b>	<b>\$495,188</b>	<b>\$495,188</b>	<b>\$4,017,075</b>	<b>\$334,756</b>
Refunds and Discounts:	(\$156)	(\$313)	(\$344)	(\$344)	(\$375)	(\$375)	(\$406)	(\$406)	(\$438)	(\$438)	(\$469)	(\$469)	(\$4,531)	(\$378)
<b>Total Revenue From Operations:</b>	<b>\$200,769</b>	<b>\$200,613</b>	<b>\$252,594</b>	<b>\$252,594</b>	<b>\$293,175</b>	<b>\$293,175</b>	<b>\$345,156</b>	<b>\$345,156</b>	<b>\$419,938</b>	<b>\$419,938</b>	<b>\$494,719</b>	<b>\$494,719</b>	<b>\$4,012,544</b>	<b>\$334,379</b>
<b>II. OPERATING EXPENSES</b>														
FTE:	12	12	12	12	12	12	12	12	12	12	12	12	12	12
President / CEO:	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	240,000	20000
Operations Manager(1):	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000	8000
Analysts (6):	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	360,000	30000
Programmers (2):	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	156,000	13,000
Administrative Support(2):	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000	84,000
Bonus Pool:	2,912	2,898	7,623	7,623	11,312	11,312	16,038	16,038	22,836	22,836	29,635	29,635	180,699	15,058
Employee Benefits (.20%):	15,600	15,600	15,600	15,600	15,600	15,600	15,600	15,600	15,600	15,600	15,600	15,600	187,200	15,600
<b>Total Employee Expense:</b>	<b>\$96,512</b>	<b>\$96,498</b>	<b>\$101,223</b>	<b>\$101,223</b>	<b>\$104,912</b>	<b>\$104,912</b>	<b>\$109,638</b>	<b>\$109,638</b>	<b>\$116,436</b>	<b>\$116,436</b>	<b>\$123,235</b>	<b>\$123,235</b>	<b>\$1,303,899</b>	<b>\$108,658</b>
Rent Expense:	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	5,000
Office Utilities	750	750	750	750	750	750	750	750	750	750	750	750	9,000	750
Phones:	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	2,000
Furniture & Equipment:	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	2,000
IT Equipment and Support	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	5,000
Supplies & Postage:	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	2,000
Marketing Expense:	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000	10,000
Bus. Development / Ent. & Travel:	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	5,000
Legal / Accounting:	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	5,000
Data Cost:	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	360,000	30,000
<b>Total Non-Employee Exps:</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$66,750</b>	<b>\$801,000</b>	<b>\$66,750</b>
<b>TOTAL OPERATING EXPENSES:</b>	<b>\$163,262</b>	<b>\$163,248</b>	<b>\$167,973</b>	<b>\$167,973</b>	<b>\$171,662</b>	<b>\$171,662</b>	<b>\$176,388</b>	<b>\$176,388</b>	<b>\$183,186</b>	<b>\$183,186</b>	<b>\$189,985</b>	<b>\$189,985</b>	<b>\$2,104,899</b>	<b>\$175,408</b>
INTEREST EXPENSE	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$75,000	\$6,250
DEPRECIATION EXPENSE:	\$2,138	\$2,138	\$2,138	\$2,138	\$2,138	\$2,138	\$2,138	\$2,138	\$2,138	\$2,138	\$2,138	\$2,138	\$25,650	\$2,138
<b>PRE-TAX OPERATING INCOME:</b>	<b>\$29,119</b>	<b>\$28,977</b>	<b>\$76,233</b>	<b>\$76,233</b>	<b>\$113,125</b>	<b>\$113,125</b>	<b>\$160,381</b>	<b>\$160,381</b>	<b>\$228,364</b>	<b>\$228,364</b>	<b>\$296,347</b>	<b>\$296,347</b>	<b>\$1,806,994</b>	<b>\$150,583</b>
Pre-Tax Profit (100%):	\$29,119	\$28,977	\$76,233	\$76,233	\$113,125	\$113,125	\$160,381	\$160,381	\$228,364	\$228,364	\$296,347	\$296,347	\$1,806,994	\$150,583
Pre-Tax Profit % of Revenue:	14.5%	14.4%	30.2%	30.2%	38.6%	38.6%	46.5%	46.5%	54.4%	54.4%	59.9%	59.9%	45.0%	45.0%

# ICONYCS

## Pro-Forma Input Variables and Valuation Summary

DVW  
04/04/21  
ICONYCS- 3yr P & L

Economic Assumptions and inputs:		Year 1	Year 2	Year 3
Capital Investment		\$1,000,000	\$2,000,000	\$3,000,000
Debt Financing %		10%	25%	25%
Equity Financing %		90%	75%	75%
Debt Cost of Funds:		20%	14%	10%
Equity Cost of Funds:		50%	100%	100%
Weighted Avg. COF:		47%	79%	78%
Vendor Contract Fee:		\$0	\$0	\$0
<b>Client Fees:</b>				
Subscription Fee:		\$1,500	\$2,500	\$3,500
Analytics Report Fee:		\$1,500	\$2,500	\$3,500
Direct Marketing:		\$5,000	\$10,000	\$15,000
Warranty:		\$5	\$5	\$5
Published Reports:		\$1,500	\$2,500	\$3,500
Subscription Fee:		\$1,500	\$2,500	\$3,500
Data Updates:		\$2,500	\$3,500	\$5,000
Bonus Pool:		0%	5%	10%
Other		\$0	\$0	\$0
Other		\$0	\$0	\$0
Other		\$0	\$0	\$0
Refunds and Discounts:		5%	5%	5%
Uncollectable Accounts %:		10%	10%	10%
Service Request Conversion %:		100%	100%	100%

Financial Ratios:		Year 1	Year 2	Year 3
Operating Expenses / Total Revenue:		93.23%	50.03%	52.46%
Operating Expenses / Employee:		\$112,600	\$106,644	\$175,408
Gross Margin (Pre Tax Profit / Total Revenue):		-0.59%	46.35%	45.03%
Pre Tax Profit / Employee:		-\$707	\$98,797	\$150,583
Gr. Service Margin ( Total Revenue / Total Services.) :		\$3,071	\$4,306	\$5,350
Net Service Margin (Pre-Tax Inc./Services):		-\$18	\$98,797	\$150,583
Net Margin(Est. After-Tax Income/Total Revenue.) :		-0.37%	29.67%	28.82%
Estimated Tax Rate:		36.00%	36.00%	36.00%
ROE:		-0.21%	49.40%	60.23%

### ICONYCS - 3 Year Pro-forma P & L

#### Notes to Financial Model:

#### Executive Summary / Comments:

IRR of Earnings: 14%

#### Earnings Valuation Model:

Discount Rate:		10.00%	
Growth Rate Yr 4-10:		5.00%	
Year	Owner Earnings	Discount Factor	Discounted Earnings
			(\$6,000,000)
1	\$ (2,122)	90.91%	\$ (1,929)
2	\$ 987,971	82.64%	\$ 816,505
3	\$ 1,806,994	75.13%	\$ 1,357,622
4	\$ 1,897,344	82.27%	\$ 1,560,950
5	\$ 1,992,211	78.35%	\$ 1,560,950
6	\$ 2,091,822	74.62%	\$ 1,560,950
7	\$ 2,196,413	71.07%	\$ 1,560,950
8	\$ 2,306,234	67.68%	\$ 1,560,950
9	\$ 2,421,545	64.46%	\$ 1,560,950
10	\$ 2,542,622	61.39%	\$ 1,560,950
<b>Total :</b>	<b>\$ 18,241,034</b>		
PV YR 1-10 Earnings:			<b>\$ 13,098,845</b>
IRR:			21%
Yr 10 Earnings:	\$ 2,542,622		
Growth Rate:	5.00%		
Earnings Yr. 11	\$ 2,669,754		
Cap. Rate:	5.00%		
Value at Yr 20:	\$ 53,395,072		
Discount Factor Yr 20:	37.69%		
PV of Residual:	\$ 20,124,041	\$	<b>20,124,041</b>
Intrinsic Value of Company:	\$		<b>33,222,886</b>
Discount:			<b>0%</b>
Market Value:			<b>33,222,886</b>
Per Share Offer:	\$		<b>3.32</b>
Shares Outstanding:			<b>10,000,000</b>

#### Model Changes from Base Case

1)

2)

3)

4)