

kindr.games

Financial Planning (BMC Cost Sheet)

Launch Date: 9/1/2021

Category	Description	Date Needed	Amount (CAD)	Term	
BUY	Computers	April 1, 2021	\$6,000.00	One time	\$6,000.00
BUY	Servers	April 1, 2021	\$500.00	Monthly	\$4,000.00
BUY	Office space	When lockdown lifts	TBD	Monthly	
BUY	Domain registration	April 1, 2021	\$27.00	Yearly	\$27.00
BUY	Copyrights/patents	ASAP	\$115.00	One time	
BUY	Email setup	April 1, 2021	\$15.60	Yearly	\$15.60
BUY	Site hosting	July 10, 2021	\$99.00	Monthly	\$792.00
BUY	Benefits/legal insurance	April 1, 2021	15% of payroll	Bi-weekly	
BUY	Maintenance and utilities	When lockdown lifts	TBD	Monthly	
BUY	Cyber security and data protection	April 1, 2021	\$168.00	Monthly	\$1,344.00
BUY	Digital marketing	July 10, 2021	\$500.00	Weekly	\$17,000.00
BUY	Software	April 1, 2021	\$104.99	Monthly	\$839.92
HIRE	Developers (game & site)	April 1, 2021	\$3,200.00	Bi-weekly	
HIRE	Marketers	April 1, 2021	\$0.00	Bi-weekly	Total for 12/1/2021
HIRE	Designers	April 1, 2021	\$0.00	Bi-weekly	\$30,018.52
BORROW	Line of credit	April 1, 2021	\$10,000.00	Biennial	
Operations:	Items that are needed day to day (pay your bills: staff, wages, expenses, taxes)				
Investing:	We'll probably have 0 since we're a startup (buy assets, equity, property, land, building)				
Financing:	Equity (payment of small loans, selling shares for company (not applicable since we're a startup)				

kindr.games**Cash Flow Statement
For the year ending Aug, 2022****Operating activities**

Cash received from customers	173,932.50
Cash received for interest	0.00
Cash paid for salaries	(83,200.00)
Cash paid for rent	0.00
Cash paid for other items	(30,018.52)
Cash provided by operating activities	60,713.98

Investing activities**0.00****Financing activities****0.00****Increase in cash****60,713.98****Cash, Sept 1 2021****0.00****Cash, Aug 31 2022****60,713.98**

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**Income Statement
for the month of September 2021**

Income

Question Game packs			\$5,992.00
Question Game Bundles (per 5 games)			\$2,999.00
Profile customization add-ons (Common, Rare, Mystical....)			\$5,832.00
Game Add-ons/Mini-games			\$2,006.75
Total Income			\$16,829.75

Expenses

Employee wages			\$6,400.00
Marketing			\$2,000.00
Servers			\$500.00
Hosting			\$99.00
Cyber security and data protection			\$168.00
Software			\$104.99
Legal insurance and benefits			\$960.00
Total Expenses			\$10,231.99

Profit

\$6,597.76

Notes

- Employee wages includes web & game developers, as marketing, design and customer service can be done by our 5-man team.
- Game packs cost \$7.49 and we expect to sell **800** in this month based on spending \$2000/month spent on marketing. Game bundles cost \$29.99 and we expect to sell 100 in this month based on our marketing spending.
- Profile customization add-ons cost from \$0.99, \$2.99, and \$9.99 and we expect to sell **1000, 450, and 350** in this month respectively, totalling to 1800. Customization packs are themed, with the content/variation of items included increasing per price point.
- Mini Game add-ons cost \$3.49 and we expect to sell **575** in this month based on marketing.
- Marketing Breakdown: Exposure, Game Packs & Game Bundles @ \$1000, Profile customization @ \$500, and Mini Games @ \$500.

CAD	#'s Sold	#'s Sold
\$7.49	800	800
\$29.99	100	100
\$0.99, \$2.99, \$9.99	1800	1800
3.49	575	575

BALANCE SHEET

December 31, 2021

ASSETS		2021
CURRENT ASSETS		
Cash		\$68,336
Accounts Receivable		\$0
Prepaid Expenses		\$0
Short-Term Investments		\$0
Total Current Assets		\$68,336
FIXED (LONG-TERM) ASSETS		
Long-Term Investments		\$0
(Less Accumulated Depreciation)		\$0
Intangible Assets		\$0
Total Fixed Assets		\$0
OTHER ASSETS		
Intangible Assets (Copyright and Patent)		\$115
Other (Computers, 4)		\$6,000
Total Other Assets		\$6,115
Total Assets		\$74,451

COMMON FINANCIAL RATIOS		2021
Debt Ratio (Total Liabilities/Total Assets)		0.00
Current Ratio (Current Assets/Current Liabilities)		
Working Capital (Current Assets/Current Liabilities)		
Assets-to-Equity Ratio (Total Assets/Owner's Equity)		
Debt-to-Equity Ratio (Total Liabilities/Owner's Equity)		

LIABILITIES AND OWNER'S EQUITY		2021
CURRENT LIABILITIES		
Accounts Payable		\$3,212
Short-Term Loans		\$12,000
Income Taxes Payable		\$0
Unearned Revenue		\$0
Current Portion of Long-Term Debt		\$0
Total Current Liabilities		\$15,212
LONG-TERM LIABILITIES		
Long-Term Debt		\$50,000
Deferred Income Tax		\$0
Other		\$0
Total Long-Term Liabilities		\$50,000
OWNER'S EQUITY		
Owner's Investment		\$0
Retained Earnings		\$9,239
Other		\$0
Total Owner's Equity		\$9,239
Total Liabilities and Owner's Equity		\$74,451