

## Expenses

The guide below gives a detailed step-by-step walkthrough of inputting expenses into your forecast within Profitual.

### General:

- 1) Navigate to Ream Building Block in our Platform using the below path:

**Forecasting > Statements > Statements > Income Statement**

The screenshot displays the Profitual platform interface. On the left is a sidebar with navigation options: APP (Overview, Company, Forecasting, Statements, Revenue Streams, Team, Fundraise, Benchmarking, Variances, Assumptions, Actuals, Reporting, Integrations, Supporting Documents) and USER (Library). The main content area is titled 'Scenarios' with 'Active Scenario: Onboarding Model'. It shows a navigation bar with 'Statements' and 'Income Statement' highlighted. Below this, there are buttons for 'Export To Excel', 'Add Year(S)', and 'Edit Opening Balances'. The main section is titled 'SANDBOX OPERATING FORECAST - SCENARIO ONBOARDING MODEL' for the year ended June 30, 2025. It contains three tables: REVENUES, COST OF REVENUE, and EXPENSES - RESEARCH & DEVELOPMENT.

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Platform + Support	0	200	400	400	800	1,200	1,200	1,800	2,400	2,400	3,200	4,000	18,000
Onboarding Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Revenue</b>	<b>0</b>	<b>200</b>	<b>400</b>	<b>400</b>	<b>800</b>	<b>1,200</b>	<b>1,200</b>	<b>1,800</b>	<b>2,400</b>	<b>2,400</b>	<b>3,200</b>	<b>4,000</b>	<b>18,000</b>

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	0	0	0	0	0	0	0
COGS	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Gross Profit</b>	<b>0</b>	<b>200</b>	<b>400</b>	<b>400</b>	<b>800</b>	<b>1,200</b>	<b>1,200</b>	<b>1,800</b>	<b>2,400</b>	<b>2,400</b>	<b>3,200</b>	<b>4,000</b>	<b>18,000</b>

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	0	4,792	4,792	4,792	4,792	4,792	23,958
Material Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0
R&D Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Research &amp; Dev...</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,792</b>	<b>4,792</b>	<b>4,792</b>	<b>4,792</b>	<b>4,792</b>	<b>23,958</b>

- 2) First, notice that parts of our income statement are already populated from previous steps in the screen cap below:
  - a) Revenue
  - b) Payroll

PROFITUAL << Scenarios Active Scenario: Onboarding Model

Sandbox Unspecified

APP

Overview

Company

Forecasting

Statements

Revenue Streams

Team

Fundraise

Benchmarking

Variances

Assumptions

Actuals

Reporting

Integrations

Supporting Documents

USER

Library

Statements Runway Calculator

Income Statement Balance Sheet Cashflow Statement

Forecast Year

2025

Export To Excel Add Year(S) Edit Opening Balances

Remember to save your work! All unsaved changes will be lost.

**SANDBOX**

OPERATING FORECAST - SCENARIO ONBOARDING MODEL

For the Year Ended June 30, 2025

**REVENUES**

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Platform + Support	0	200	400	400	800	1,200	1,200	1,800	2,400	2,400	3,200	4,000	18,000
Onboarding Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Revenue</b>	0	200	400	400	800	1,200	1,200	1,800	2,400	2,400	3,200	4,000	18,000

**COST OF REVENUE**

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	0	0	0	4,286	4,286	4,286	12,859
COGS	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Gross Profit</b>	0	200	400	400	800	1,200	1,200	1,800	2,400	(1,886)	(1,086)	(286)	5,141

**EXPENSES - RESEARCH & DEVELOPMENT**

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	0	4,792	4,792	4,792	4,792	4,792	23,958
Material Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0
R&D Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Research &amp; Dev...</b>	0	0	0	0	0	0	0	4,792	4,792	4,792	4,792	4,792	23,958

Settings Cog Button

- 3) At the top of our screen we have some key functionality for our statement management
  - a) **[Export To Excel]**
    - i) This button enables a download of the forecast with all 3 statements, benchmarks, team, revenue, and other tabs
  - b) **[Add Year(s)]**
    - i) Add future years or prior years to your forecasting platform
  - c) **[Edit Opening Balances]**
    - i) This is the input for your starting balance sheet amounts
    - ii) See guide at section linked: [Edit Opening Balances](#)
- 4) The blue settings/cog button in the bottom right corner of the screen will access the **[Statement Builder]** tool where we can adjust the structure of our Income Statement tables

PROFITUAL << Scenarios Active Scenario: Onboarding Model

Sandbox Unspecified

APP

Overview

Company

Forecasting

Statements

Revenue Streams

Team

Fundraise

Statements Runway Calculator

Income Statement Balance Sheet Cashflow Statement

Forecast Year

2025

Export To Excel Add Year(S) Edit Opening Balances

Remember to save your work! All unsaved changes will be lost.

**SANDBOX**

OPERATING FORECAST - SCENARIO ONBOARDING MODEL

- 5) **[Statement Builder]** tool gives access to the following functionalities once you click into the desired table:
- a) Add rows
  - b) Remove rows
  - c) Overwrite - removes current row, and the existing data and replaces with the new line title
  - d) Rename - maintains the data within the row and changes the name of the row
  - e) Reorder lines with the “Waffle” icon on the left of each line item. See Red Highlight below

**STATEMENT BUILDER**

**+ Add Row To Table** **- Remove Row**

**Research & Development**

Row Name
Payroll
⋮ Material Expenses
⋮ R&D Expenses
Total Research & Development

**General & Admin**

Row Name
Payroll
⋮ Legal & Professional
⋮ <b>Overwrite</b> <b>Rename</b>
⋮ Banking
⋮ Accounting Fees
⋮ <b>Insurance</b>
⋮ Communications
⋮ Rent or Lease

**Cancel** **Save Changes**

- 6) There are multiple ways to input expenses into the tables shown below:
- a) Type directly into the cells
  - b) Drag existing values across cells
  - c) Copy & paste from excel
    - i) Ensure cell format in excel does not include a "\$"

COST OF REVENUE

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	0	0	0	4,286	4,286	4,286	12,859
COGS	0	24	48	48	96	144	144	216	288	288	384	480	2,160
Gross Profit	0	526	702	702	1,404	1,756	1,756	2,634	3,162	(1,124)	(70)	634	12,081

EXPENSES - RESEARCH & DEVELOPMENT

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	0	4,792	4,792	4,792	4,792	4,792	23,958
Material Expen...	500	500	500	500	500	500	500	500	500	500	500	500	6,000
R&D Expenses	0	0	0	0	0	0	0	0	0	0	0	3,500	3,500
Total Researc...	500	500	500	500	500	500	500	5,292	5,292	5,292	5,292	8,792	33,458

EXPENSES - GENERAL & ADMIN

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	14,065	14,065	14,065	14,065	14,065	18,848	89,173
Office Expenses	50	50	50	50	50	50	50	50	50	50	50	50	600
Consulting	0	0	4,000	4,000	4,000	4,000	0	0	6,000	6,000	0	0	28,000
Communicatio...	0	0	0	0	0	0	0	0	0	0	0	0	0
Insurance	600	600	600	600	600	600	600	600	600	600	600	600	7,200
Accounting Fees	0	0	0	0	0	0	0	0	0	0	0	2,000	2,000
Banking	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Legal	0	0	0	0	0	0	0	0	0	0	0	0	0
Rent or Lease	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Software	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Total General ...	2,200	2,200	6,200	6,200	6,200	6,200	16,265	16,265	22,265	22,265	16,265	23,048	145,573

EXPENSES - MARKETING & SALES

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	0	0	5,750	5,750	5,750	5,750	23,000
Marketing & Sa...	0	0	0	0	0	350	350	350	350	350	350	350	2,450
Marketing & Sa...	0	0	0	0	0	0	0	0	0	0	0	0	0

- 7) Start with the expenses you are currently paying for
- 8) Next layer in future expected costs based on your business plan, timelines, and industry research
- 9) Make sure you hit the **SAVE** button as you work!

## COST OF REVENUE

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	0	0	0	4,286	4,286	4,286	12,859
COGS	0	24	48	48	96	144	144	216	288	288	384	480	2,160
<b>Gross Profit</b>	<b>0</b>	<b>526</b>	<b>702</b>	<b>702</b>	<b>1,404</b>	<b>1,756</b>	<b>1,756</b>	<b>2,634</b>	<b>3,162</b>	<b>(1,124)</b>	<b>(70)</b>	<b>634</b>	<b>12,081</b>

## EXPENSES - RESEARCH & DEVELOPMENT

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	0	4,792	4,792	4,792	4,792	4,792	23,958
Material Expen...	500	500	500	500	500	500	500	500	500	500	500	500	6,000
R&D Expenses	0	0	0	0	0	0	0	0	0	0	0	3,500	3,500
<b>Total Researc...</b>	<b>500</b>	<b>500</b>	<b>500</b>	<b>500</b>	<b>500</b>	<b>500</b>	<b>500</b>	<b>5,292</b>	<b>5,292</b>	<b>5,292</b>	<b>5,292</b>	<b>8,792</b>	<b>33,458</b>

## EXPENSES - GENERAL & ADMIN

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	14,065	14,065	14,065	14,065	14,065	18,848	89,173
Office Expenses	50	50	50	50	50	50	50	50	50	50	50	50	600
Consulting	0	0	4,000	4,000	4,000	4,000	0	0	6,000	6,000	0	0	28,000
Communicatio...	0	0	0	0	0	0	0	0	0	0	0	0	0
Insurance	600	600	600	600	600	600	600	600	600	600	600	600	7,200
Accounting Fees	0	0	0	0	0	0	0	0	0	0	0	2,000	2,000
Banking	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Legal	0	0	0	0	0	0	0	0	0	0	0	0	0
Rent or Lease	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Software	250	250	250	250	250	250	250	250	250	250	250	250	3,000
<b>Total General ...</b>	<b>2,200</b>	<b>2,200</b>	<b>6,200</b>	<b>6,200</b>	<b>6,200</b>	<b>6,200</b>	<b>16,265</b>	<b>16,265</b>	<b>22,265</b>	<b>22,265</b>	<b>16,265</b>	<b>23,048</b>	<b>145,573</b>

## EXPENSES - MARKETING & SALES

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Payroll	0	0	0	0	0	0	0	0	5,750	5,750	5,750	5,750	23,000
Marketing & Sa...	0	0	0	0	0	350	350	350	350	350	350	350	2,450


## Edit Opening Balances:

The opening balances tool is how we will get the opening balances for key items such as cash, capital expenditures, debt and equity into the platform.

- 1) Select the date you would like your balance sheet forecasting to start from
  - a) NOTE - this will be the end of the month selected. I.e. selecting January 2025 would be January 31, 2025 date
- 2) Key inputs are:
  - a) Cash - This will determine the starting point of your cash forecast in the platform
  - b) Receivables - any notable receivable amounts expected to be recovered
  - c) Debt - Amounts that the company will need to repay in the future

### OPENING BALANCES

Forecast Start Date

January 2025


### ASSETS

Cash

\$200,000

Supplies

\$0

Inventory

\$0

Prepaid Expenses


\$0

Other Receivables

\$0

Accounts Receivable

\$1,900



Short-term Investments

\$0

### Balance Check

\$(242,869)

Cancel
Save

- d) Equity - Current ownership portions of the company
- e) Retained Earnings - This line is essentially a cumulative amount of Profit / Loss overtime. The impact for forecasting is minimal, and so we will use this line to ensure the Balance Check = \$0
  - i) EX// In the above screen cap we see the Balance Check requires an amount of \$242,869 to ensure Assets = Liabilities + Shareholder Equity. See input below

Scenario: Pinkberry Model

### OPENING BALANCES

\$0 ⓘ

**Total Liabilities**  
**\$1,850**

### SHAREHOLDER EQUITY

Preferred Shares  
\$0 ⓘ

Common Shares  
\$0 ⓘ

Retained Earnings  
\$242,869

Retained Profit (Loss)  
-\$42,819 ⓘ

**Total Equity**  
**\$200,050**

**Liabilities + S. Equity**  
**\$201,900**

**Balance Check**  
**\$0**

Cancel Save

Still have questions? Feel free to email [support@profitual.ai](mailto:support@profitual.ai)