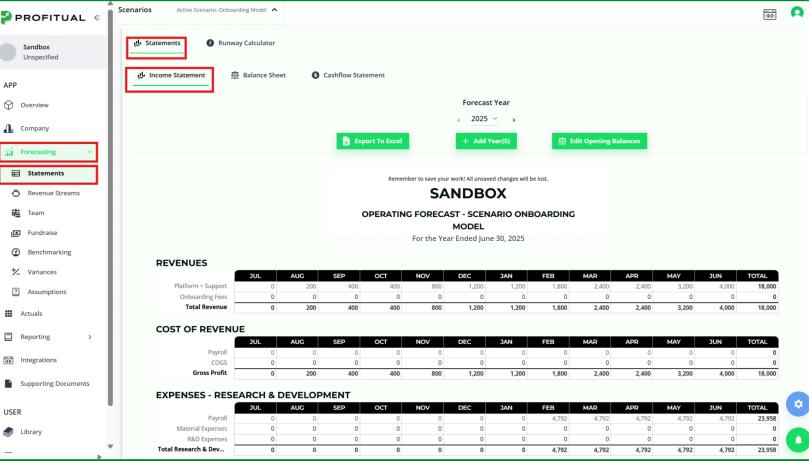
Expenses

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

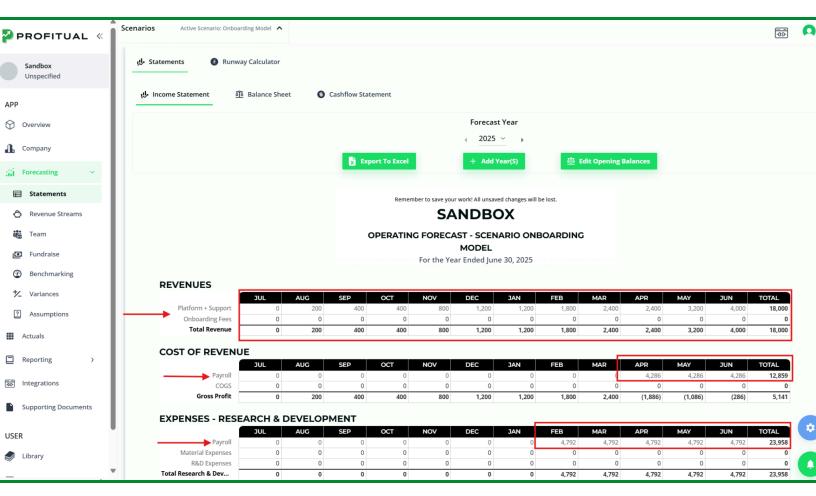
General:

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

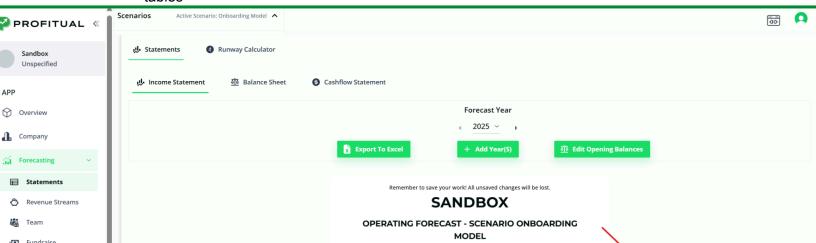




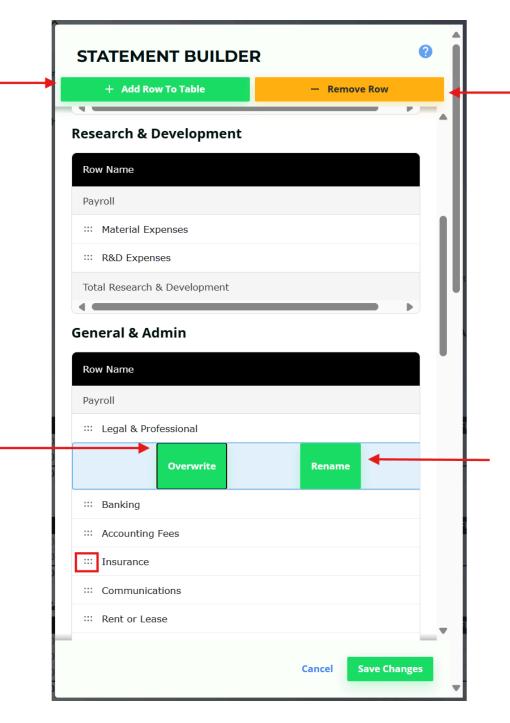
- 2) First, notice that parts of our income statement are already populated from previous steps in the screen cap below:
 - a) Revenue
 - b) Payroll



- 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



- 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



- 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 "\$"

	JUL	AUG	SEP	ост	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	ОСТ	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	ОСТ	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	ОСТ	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



- 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	ОСТ	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	ост	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	508	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	ОСТ	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	O.	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	608	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	1,2
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

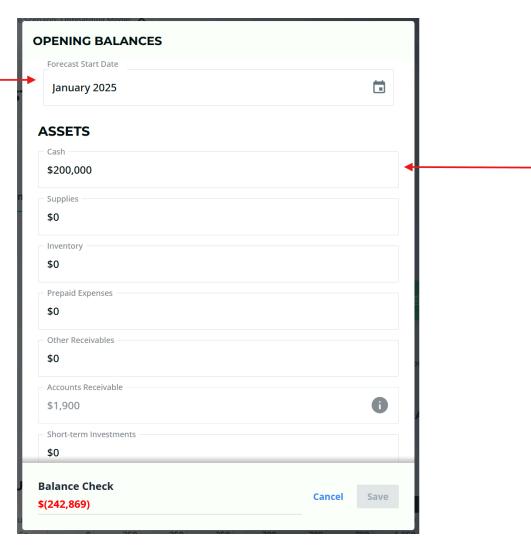
EXPENSES - MARKETING & SALES

	JUL	AUG	SEP	ОСТ	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
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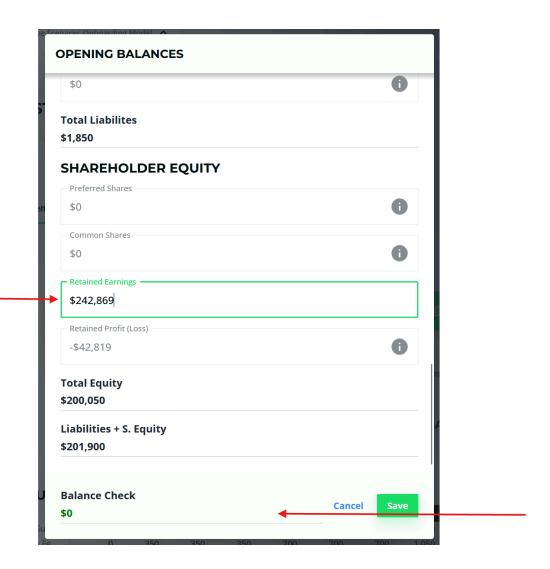
Edit Opening Balances:

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



- 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



Still have questions? Feel free to email support@profitual.ai