

Profit and Loss January - June, 2021

	JAN - MAR, 2021	APR - JUN, 2021	TOTAL
Income			
40000 Sales			\$0.00
40001 Subscription Income	0.00	0.00	\$0.00
40010 BCI	109,494.00	391,686.00	\$501,180.00
40011 CUI	6,459.00	8,743.00	\$15,202.00
40012 DSC	18,967.00	15,875.00	\$34,842.00
40013 ONE	143,750.00	189,237.00	\$332,987.00
40015 TST	3,949.00		\$3,949.00
40017 BMR		18,236.00	\$18,236.00
40100 CVO	117,166.00	100,216.00	\$217,382.00
40200 MFT	57,723.00	84,033.00	\$141,756.00
40400 CRA	25,961.00	85,477.00	\$111,438.00
40700 WSU	2,511.35	2,677.95	\$5,189.30
40900 Other Subscriptions	56,144.90	9,584.30	\$65,729.20
Total 40001 Subscription Income	542,125.25	905,765.25	\$1,447,890.50
40003 Advertising Revenue	647.93	18,077.90	\$18,725.83
Total 40000 Sales	542,773.18	923,843.15	\$1,466,616.33
41000 Revenue Adjustments			
41000 Revenue Adjustments			\$0.00
41001 Refunds	-31,689.48	-48,658.57	\$ -80,348.05
41002 Chargebacks	8,910.00	-96.00	\$8,814.00
Total 41000 Revenue Adjustments	-22,779.48	-48,754.57	\$ -71,534.05
Total Income	\$519,993.70	\$875,088.58	\$1,395,082.28
Cost of Goods Sold			
50010 Merchant Fees	23,657.38	40,728.70	\$64,386.08
Total Cost of Goods Sold	\$23,657.38	\$40,728.70	\$64,386.08
GROSS PROFIT	\$496,336.32	\$834,359.88	\$1,330,696.20
Expenses			
60000 General and Administrative			\$0.00
60002 Insurance Expense		1,364.93	\$1,364.93
60100 Bank Charges	34.57	106.00	\$140.57
60600 Legal and Professional Fees	5,253.00	165.00	\$5,418.00
60601 Accounting	24,500.00	113,936.00	\$138,436.00
Total 60600 Legal and Professional Fees	29,753.00	114,101.00	\$143,854.00
60700 Office Expenses	578.94	1,405.64	\$1,984.58
60800 Dues and Subscriptions	664.59	424.30	\$1,088.89
60900 Business Licenses and Permits	900.00		\$900.00
Total 60000 General and Administrative	31,931.10	117,401.87	\$149,332.97

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60010 Occupancy			\$0.00
66200 Rent Expense	4,404.00	4,399.00	\$8,803.00
66300 Utilities	1,894.01	1,883.89	\$3,777.90
66400 Telephone Expense	2,543.19	2,058.82	\$4,602.01
Total 60010 Occupancy	8,841.20	8,341.71	\$17,182.91
62000 IT Costs			\$0.00
62001 Software & Systems	13,010.62	17,134.11	\$30,144.73
62002 CRM	7,137.87	17,220.00	\$24,357.87
Total 62000 IT Costs	20,148.49	34,354.11	\$54,502.60
64000 Labor Costs			\$0.00
64001 Salaries	390,528.84	290,124.96	\$680,653.80
64002 Payroll Taxes	31,404.18	18,817.08	\$50,221.26
64003 Payroll Fees	2,631.73	183.00	\$2,814.73
64004 401K Costs	9,902.08	7,687.50	\$17,589.58
64005 Workers Comp Insurance	304.72	799.87	\$1,104.59
64006 Benefits	8,475.30	8,660.26	\$17,135.56
64007 Contract Labor	163,569.55	217,249.92	\$380,819.47
Total 64000 Labor Costs	606,816.40	543,522.59	\$1,150,338.99
68000 Sales and Marketing			\$0.00
68100 Advertising	55,632.08	55,707.30	\$111,339.38
68200 Marketing	5,986.50	9,474.00	\$15,460.50
68300 Podcast Expenses	10,188.75	12,331.25	\$22,520.00
68400 Business Meetings	3,716.14	5,064.64	\$8,780.78
68500 Travel Expense	3,370.94	6,661.43	\$10,032.37
68700 Newsletter Expenses	2,925.00		\$2,925.00
Total 68000 Sales and Marketing	81,819.41	89,238.62	\$171,058.03
Total Expenses	\$749,556.60	\$792,858.90	\$1,542,415.50
NET OPERATING INCOME	\$ -253,220.28	\$41,500.98	\$ -211,719.30
Other Income			
80000 Interest Income	125.49	126.90	\$252.39
Total Other Income	\$125.49	\$126.90	\$252.39
Other Expenses			
70000 Interest Paid	137.60		\$137.60
Total Other Expenses	\$137.60	\$0.00	\$137.60
NET OTHER INCOME	\$ -12.11	\$126.90	\$114.79
NET INCOME	\$ -253,232.39	\$41,627.88	\$ -211,604.51