

prison
entrepreneurship
program

Business Plan Competition
September 20, 2024

Exile World

Prison Entrepreneurship Program
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Exile World

Business Plan
September 2024

Ernest
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none"> With the rise of free public skate parks in almost every city in America, the need follows for skateboard related merchandise in greater demand. 	<ul style="list-style-type: none"> To bring a fresh concept to the skate industry, since it's a fragmented market. With our comic-book cover-art themed prints on all our products. 	<ul style="list-style-type: none"> Place all of our product in all regional skate shops and skate parks then move to national sales and eventually to our international distributor that is on standby. We are based out of Houston, Texas. 																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none"> Skateboarders fans of skate fashion Comic book collectors Art collectors Lovers of cartoons 	<ul style="list-style-type: none"> Our sustainable competitive advantage is the comic book story line that evolves with characters in our art throughout the duration of its life span. It's a product with a story you can follow. It will be the first of its kind. 	<ul style="list-style-type: none"> Will produce annual skateboard videos, art shows to promote each new season line. Tours with skate demonstrations and have a printed comic book series that will be placed with all our product. Black light posters and limited edition prints of every graphic and fine art. 																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none"> THRASHER-skate magazine The Berrics- online publication Social media, events, art shows, business cards, flyers, demonstrations Thrasher, skateboard team, promoters, influences, and local talent. Website 	<table> <tr> <td>Owner investment - cash</td> <td>\$5,000</td> </tr> <tr> <td>Owner investment - equipment</td> <td>-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td>-</td> </tr> <tr> <td>Start up financing</td> <td>9,132</td> </tr> <tr> <td>Total start-up costs:</td> <td><u>\$14,132</u></td> </tr> </table>	Owner investment - cash	\$5,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	9,132	Total start-up costs:	<u>\$14,132</u>	<table> <tr> <td colspan="3">Year one summary income statement:</td> </tr> <tr> <td>Sales</td> <td>\$210,000</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td><u>77,900</u></td> <td><u>37%</u></td> </tr> <tr> <td>Gross profit</td> <td>132,000</td> <td>63%</td> </tr> <tr> <td>Overhead</td> <td><u>34,500</u></td> <td><u>16%</u></td> </tr> <tr> <td>Pretax income</td> <td>97,400</td> <td>46%</td> </tr> <tr> <td>Tax expense</td> <td>24,300</td> <td>12%</td> </tr> <tr> <td>Owner withdrawals</td> <td><u>24,900</u></td> <td><u>12%</u></td> </tr> <tr> <td>Net income</td> <td><u>\$48,100</u></td> <td><u>23%</u></td> </tr> </table>	Year one summary income statement:			Sales	\$210,000	100%	COGS	<u>77,900</u>	<u>37%</u>	Gross profit	132,000	63%	Overhead	<u>34,500</u>	<u>16%</u>	Pretax income	97,400	46%	Tax expense	24,300	12%	Owner withdrawals	<u>24,900</u>	<u>12%</u>	Net income	<u>\$48,100</u>	<u>23%</u>
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TEAM LEADERSHIP STATEMENT

Business Name: Exile World

CEO: Ernest

Ernest brings his artistic abilities, strong leadership qualities and innovative vision to the table here at Exile World. Ernest has 35 years' experience in the skateboard industry, not limited to the business side, but also as a professional athlete. Ernest specializes in graphic design, illustration, and creativity. He is the mind behind this vision, the artist behind the illustrations and the force that drives this company to work as a team in order to accomplish all of its goals.

COO: Kevin

Kevin brings his articulate professionalism, knowledge of customer service, and warehouse experience to the table. He has a strong ability to meet deadlines and work under pressure. Kevin has 10 plus years in the service industry and has the ability to forecast problems and develop solutions before they arise.

CMO: Alfonzo

Alfonzo brings his well-spoken professionalism, welcoming presence, and assertive performance to the table. He exhibits the employee hungry type behavior that every business would be lucky to have on their team. Alfonzo has 25+ years' experience in the in management and customer service industry as well as the banking industry. Alfonzo has a special quality in his personality that makes others trust his opinion when promoting business goals and reaching associates in our pursuits.

CFO: Joseph

Joseph has a diligent work ethic and a vast amount of patience. He brings his assertiveness and love for goal-oriented business planning. Joseph has 40 years' experience in the trucking industry. He owns a strong ability to execute company strategies and goals.



PRODUCT/SERVICE OFFERING

Exile World is a skateboard brand that offers quality skateboard products and apparel that can be used or collected. Fine art and screen prints will also be available for home décor as well. These products will be introduced into the market within the next two years. These comic book cover style graphics will meet the need for a fresh new image in the skateboard, modern pop-culture, and the fashion industry, as well as being a highly sought collectible with numbered limited edition runs of every cover graphic for the serious collector. These products will total 100% of all revenue.

The Exile World is a comic world created and illustrated by me, with over 800 comic book cover graphics already staged for production and more on the way. I also have a 62-page comic book ready to publish for this story line. These images will not only attract the type of consumer who watches Adult Swim, the Simpsons, Family Guy and Rick and Morty, but all walks of life with its vibrantly attractive and mysterious type graphic scheme which is shrouded in conspiracy theory. We will produce high quality limited runs of apparel from t-shirts, hoodies, pants, etc., and quality skateboard decks with collectable graphics that can also be used and skated on. These limited-edition graphics will be turned into a limited run of numbered prints, black light posters, and fine art for home décor as well. We'll also produce annual videos featuring our Elite Skate Team that features music from bands that are also endorsed by Exile World. This is not just a skateboard co. at its core, but an entire world. The Exile World! I already have skate shops ready to carry our products regionally and an international distributor on standby. These product sales will be 100% of our revenue.

Exile World plans to eventually produce a monthly publication with these comic book covers featuring not only our team and comic book story line, but interviews and articles of skate shops, bands, other brands, micro-breweries, athletes, car clubs, models, etc. We will start regionally for our test market and use this to build our community in the Exile World. We plan to have a fully operational print shop at the Exile World warehouse in the first five years where we will have venue and event space for art shows and yearlong installations with music events along with an iconic skateboard mini-ramp where we will host competitions. Not only will we use the warehouse for production, but also for promotional events allowing everyone to mingle that's featured in the Exile World publication. Where the community can come to network throughout cross genres of pop and sub-cultures. This will offer a safe positive space for creatives of all ages to come together at immersive interactive art workshops, or, skate the mini-ramp regardless if there's an event or not. There will be no place like this. The only thing even close is a non-profit skate park in Dallas called 4DWN, and an iconic movement in art and pop culture history with Andy Worhal's factory in the 70's and 80's that was a platform for legendary artist like Lou Reed and the Velvet Underground, Edie Sedjwick, Bosquiot, Sweet Jane, Ana Sui, and countless others. A place where people could mingle and collaborate. This is not just a skate brand, comic book, publication, cartoon, event center and art gallery. It's a platform, a launchpad, a scene, a family, a community, a movement, a world of its own. So welcome to the EXILE WORLD.

MARKET/INDUSTRY

Exile World is a skateboard company that is based in Houston Texas. Texas skate scene has grown with the influx of free cement public skate parks that are popping up in almost every city with a decent sized population. With this increase in skate parks there has been an increase in skate shops located in proximity to these city parks. This is due to the increase in demand for skateboarding equipment and clothing. Local shops tend to support local brands being they have a huge influence on the community over non-local brands and indirect competition.

COMPETITION

The skateboard industry is a fragmented market where no one brand holds competitive dominance. Any and all other skateboard brands will be my indirect competition. While local brands will be our biggest competitors like Embassy skateboards, Now skateboards, and a few others. Every skate shop and distributor carry all skate brands for their consumers offering a wide range of products to not limit their sales due to the fact the skate scene is so diverse.

DIFFERENTIATION

Exile World is unlike any other brand as it's based off a unique comic book world and art scheme. This brand has an ongoing comic book narrative that will exist and evolve for the duration of Exile World's life span. This will give the consumer a story line to follow that no other brand has. A first to market concept. These graphics will be issued to the market in Limited Edition prints in the same way as other comic books are released, making them not only a quality product you can use but a collector's item as well. We will not only hold and maintain a sustainable competitive advantage with our comic book theme and story line, Exile World will hold a marketing advantage over non-local brands by being present in the community. Local brands usually have a greater influence on the community because of their presence. This builds a personal bond with our customers and gives them a sense of belonging. This will influence the local and regional market and increase sales. With our promo publication and bi-monthly black-lite art shows, we will dominate the local market hosting events unlike any typical skate brand. We plan to expand and endorse athletes of all kinds, musicians, models, and utilize our full color catalog as a marketing collaboration in the capacity of a bi-monthly zine that will feature all endorsed talent, other local brands and businesses, while including our comic in small increments. There are 30-50 potential clients who are ready to give me hundreds of dollars just to secure a page.

MARKETING STRATEGY

PRICE:

Our standard logo products and clothing line will be sold at an average cost and account for 50% of our total revenue. Our skateboard decks will account for 30% of our total revenue. All of our limited edition prints and one of a kind multi-print custom clothing and framed prints will be sold at a 50% increase accounting for 20% of our total revenue. Private labels offer retailers the main advantage of generating an increase in sales largely due to the lower price point. Many private label brands are of equivalent quality and private label acceptance has increased in America in recent years. IBISWorld expects this trend to continue and given the increased sophistication of marketing techniques, these brands may rival more established brands in the future. Although retailers are exposed to more risk in terms of image and perceived product quality, the financial benefits, in particular margin benefits, are often worth the effort. Private label penetration now covers every major product segment from shirts and pants to shoes, and even skateboard products.

PLACE:

Our products will be available online and at regional skate shops and skate parks. Personal displays will be furnished if needed. Pop-up shops will occur pending event schedules. All inventory will be stored at the home office meaning little overhead. All distribution will be handled directly to skate shops and consumers until there's a need for national and international distribution.

PROMOTION:

We will use pure promotion using local promoters and influencers who will distribute flyers and stickers at all regional events, skate parks and social establishments. Exile World demonstrations will be performed throughout the month and posted on event calendars, flyers and social media. We will upload daily social media feed advertising which will direct our customer base to our personal web-site and registered Exile World retailers.

VISION AND OBJECTIVES

Two Months Before Starting

- Finalize business plan
- File DBA, begin articles of INC., LLC and copyright
- Secure skateboard manufacturer and clothing vendor
- Secure print shop
- Copyright comic book, ISBN#, and publish first issue to place with first quarters product
- Secure 6 month operational working capitol

First Two Months After Starting

- Acquire 30 shops (skate), retail or more to carry product
- Begin visiting all Regional skate shops to build personal relationships with all accounts
- Begin skate team promotions at all Regional skate parks to introduce our brand to the community

First Year

- Sales goal \$210,000 total revenue (68% R.O.S., 399% R.O.I.)
- Seek major corporate retail accounts. (Zoomies, Hot Topic)
- Expand sales and international distribution

Second Year

- Expand promo catalog to a Regional Publication
- Increase sales goal (50%) \$315,000 total revenue
- Have a national tour for promotion
- Acquire 80-100 shops more than doubling total sales revenue

Fifth Year

- Hope to secure 240 shops and generate \$1,440,000 in total revenue
- Have an International European tour
- Secure a warehouse for event space, mini-ramp, and production

Tenth Year

- Have a cartoon on Adult Swim and a published comic book series
- Have a fully operational Event Center and skate park

Philanthropy

I plan to have community outreach seeking troubled youth and offer positive ways to express themselves in immersive/interactive art and skate clinics with professionals. Donate clothing to homeless and victims of domestic violence. Donate time to PEP in whatever capacity and offer a full page color ad in our publication to any P.E.P. brother who graduates E-school and starts a business.

FINANCIAL SUMMARY

Exile World revenue model is based on selling the following **two** products:

- **EW Skateboard Deck** sells at an average price of **\$30.00**. This product has material cost of **\$16.10** producing a gross profit of **\$13.90** for each product sold. Materials include Deck Blank, Graphic Printing, EW Comic, and Cellophane Wrap. We project selling **2920** of these products in the first **YEAR** for revenues of **\$87,600**.
- **EW Graphic T-Shirt** sales at an average price of **\$12.00**. This product has material cost of **\$3.03** producing a gross profit of **\$8.97** for each product sold. Materials include EW Graphic Print, T-Shirt, Cellophane Sleeve. We project selling **10,200** of these products in the first **YEAR** for revenues of **\$122,400**.

This will generate more than **\$210,000** in first year revenues with a net profit of **\$48,100**. This is a **23%** net margin after deducting **\$24,900** in total owner compensation, **\$34,500** in overhead and paying **\$24,300** in income taxes.

Our **Yearly** break-even will be **2,483 Skateboard decks or 3847 T-Shirts** sold.

Exile World will start in January of **2028**. Total start-up funding is **\$14,132**. This amount will cover LIST Skateboard Decks, T-shirts, and Hats, Packing materials, Computer and Back office Software, Initial Marketing Campaign and operating capital.

An amount of **\$5,000** will be **CEO's** initial capital contribution.

FINANCIALS

Owner's name	Ernest
Company name	Exile World
NAICS Business Classification	
Sector (general classification)	44_45_Retail_Trade
Sub-sector (more specific classification)	448: Clothing and Clothing Accessories Stores

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	500		
cell phone purchase	100		
car/truck down payment, if leased	-		
permits	-		
supplies, office & misc.	250		
320 decks 1000 shirts	7,680		
packaging materials	1,102		
	-		
	-		
	-		
Cash needed for start-up expenses	9,632		

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	-		-
company trailer	-		-
computer, printer, fax	2,000		2,000
	-		-
	-		-
	-		-
building/office deposit	-	N/A	N/A
beginning cash balance	2,500	N/A	N/A
Cash needed for start-up assets	4,500	-	2,000

			60 assumed life (months)
			33 monthly depreciation

Total start up cost	14,132	
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Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	5,000	35%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	9,132	65%
Outside equity investment, if applicable		0%
Total start up cost, total sources	14,132	100%

FINANCIALS (CONTINUED)

Ernest dba Exile World
 EOU, Financing, and Payroll Assumptions
 Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Skateboard Deck				Exile World T-shirt							
Product description	Skateboard Deck with Exile design print				Tshirt with Exile World design printing							
Price per unit	30.00 100%				12.00 100%							
Cost of one unit	hours	rate			hours	rate			hours	rate		
Non-owner payroll exp.			-	0%			-	0%			-	0%
Non-owner payroll tax	9.0%		-	0%			-	0%			-	0%
cost 1 description	Base Deck	12.00	40%		Tshirt Blank	2.00	17%					0%
cost 2 description	Comic	3.00	10%		Printing	1.00	8%					0%
cost 3 description	Celophane	0.10	0%		Celophane Sleeve	0.03	0%					0%
cost 4 description	Graphic Print	1.00	3%				0%					0%
Total variable costs		16.10	54%			3.03	25%				-	0%
Gross profit per unit - what you see on income statement		13.90	46%			8.97	75%				-	0%

	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Skateboard Deck sold		160	240	240	240	240	300	300	300	300	300	300	2,920
Exile World T-shirt sold		600	900	900	900	900	1,000	1,000	1,000	1,000	1,000	1,000	10,200
total revenue		\$ 12,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 210,000
total cost of sales		\$ 4,394	\$ 6,591	\$ 6,591	\$ 6,591	\$ 6,591	\$ 7,860	\$ 7,860	\$ 7,860	\$ 7,860	\$ 7,860	\$ 7,860	\$ 77,918
total income statement gross profit (excludes owner labor)		\$ 7,606	\$ 11,409	\$ 11,409	\$ 11,409	\$ 11,409	\$ 13,140	\$ 13,140	\$ 13,140	\$ 13,140	\$ 13,140	\$ 13,140	\$ 132,082

Assumption 7 - Financing

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Equipment financing, see Start-up Costs sheet	amortization schedule											
Amount borrowed	\$ -											
Interest rate (example 8%)												
Loan term (# of months)												
Monthly payment												
Start-up financing, see Start-up Costs sheet												
Amount borrowed	\$ 9,132	9,132	9,132	9,132	9,132	9,132	9,132	9,132	9,132	9,132	9,132	9,132
Interest rate (example 8%)	15.0%											
Payback period (# of months)	24											
Grace period (months pay delay)	60											
Monthly payment	\$ 443											

Assumption 8 - Payroll, nondirect

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
# of employees												
avg hours each employee(s) worked per month, not in EOU above												
average per hour wage												
salary expense, excluding payroll taxes												

Assumption 9 - Equipment Purchases, after start-up

Description	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year

FINANCIALS (CONTINUED)

Ernest dba Exile World Projected Income and Cash Flow Statements Year 1

	Assump- tions	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	First Year	% of Total Revenue
Revenue	2														
Skateboard Deck	6	-	4,800	7,200	7,200	7,200	7,200	9,000	9,000	9,000	9,000	9,000	9,000	87,600	42%
Exile World T-shirt line not used	6	-	7,200	10,800	10,800	10,800	10,800	12,000	12,000	12,000	12,000	12,000	12,000	122,400	58%
	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	12,000	18,000	18,000	18,000	18,000	21,000	21,000	21,000	21,000	21,000	21,000	210,000	100%
Cost of Goods Sold	2														
Skateboard Deck	6	-	2,576	3,864	3,864	3,864	3,864	4,830	4,830	4,830	4,830	4,830	4,830	47,012	22%
Exile World T-shirt line not used	6	-	1,818	2,727	2,727	2,727	2,727	3,030	3,030	3,030	3,030	3,030	3,030	30,906	15%
	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	4,394	6,591	6,591	6,591	6,591	7,860	7,860	7,860	7,860	7,860	7,860	77,918	37%
Gross profit		-	7,606	11,409	11,409	11,409	11,409	13,140	13,140	13,140	13,140	13,140	13,140	132,082	63%
Expenses	2														
Auto or truck lease		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Depreciation	3	-	33	33	33	33	33	33	33	33	33	33	33	367	0%
Gasoline & fuels		-	300	300	300	300	300	300	300	300	300	300	300	3,300	2%
Insurance - bonding		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Insurance - vehicle		-	60	60	60	60	60	60	60	60	60	60	60	660	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing		500	250	250	250	250	250	250	250	250	250	250	250	3,250	2%
Office - rent		-	500	500	500	500	500	500	500	500	500	500	500	5,500	3%
Office - insurance		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Office - telephone		-	75	75	75	75	75	75	75	75	75	75	75	825	0%
Office - utilities		-	350	350	350	350	350	350	350	350	350	350	350	3,850	2%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Supplies		250	350	350	350	350	350	350	350	350	350	350	350	4,100	2%
Tax service		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Telephone - cellular		100	50	50	50	50	50	50	50	50	50	50	50	650	0%
Start-up expenses		8,782	-	-	-	-	-	-	-	-	-	-	-	8,782	4%
Shipping		-	300	300	300	300	300	300	300	300	300	300	300	3,300	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total expenses		9,632	2,268	2,268	2,268	2,268	2,268	2,268	2,268	2,268	2,268	2,268	2,268	34,584	16%
Taxable profit (loss)	1	(9,632)	5,338	9,141	9,141	9,141	9,141	10,872	10,872	10,872	10,872	10,872	10,872	97,498	46%
Tax (expense) benefit	1	-	-	(1,212)	-	-	(6,856)	-	-	(8,154)	-	-	(8,154)	(24,375)	-12%
Owner's withdrawals	1	-	(2,272)	(2,272)	(2,272)	(2,272)	(2,272)	(2,272)	(2,272)	(2,272)	(2,272)	(2,272)	(2,272)	(24,992)	-12%
Net profit (loss)		(9,632)	3,066	5,657	6,869	6,869	13	8,600	8,600	446	8,600	8,600	446	48,132	23%
Depreciation	3	-	33	33	33	33	33	33	33	33	33	33	33	367	
Equipment purchases	3	(2,000)	-	-	-	-	-	-	-	-	-	-	-	(2,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	9,132	-	-	-	-	-	-	-	-	-	-	-	9,132	
Owner contribution	3	5,000	-	-	-	-	-	-	-	-	-	-	-	5,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		2,500	3,099	5,690	6,902	6,902	47	8,633	8,633	479	8,633	8,633	479	60,630	
Cash, period start		-	2,500	5,599	11,289	18,191	25,093	25,140	33,773	42,406	42,885	51,518	60,151	-	
Cash, period end		2,500	5,599	11,289	18,191	25,093	25,140	33,773	42,406	42,885	51,518	60,151	60,630	60,630	