Business Plan

Business Plan

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Executive Summary

Who We Are

VerifiedHire is a professional reference network, where professionals can share their college transcripts and employer reviews with their potential employers and fellow colleagues instantly.
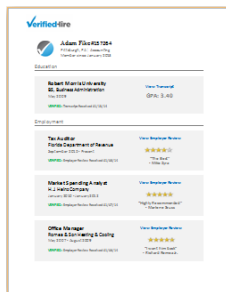
What We Sell

Each VerifiedHire member receives The VerifiedHire Seal & Profile:

#157264

The VerifiedHire Seal
• Instantly recognized and trusted.
• Proves our member's education and employment history is true.
• Displayed on our member's resumes and LinkedIn pages.
• Provides a link to our member's VerifiedHire Profiles.

The VerifiedHire Profile
• Instantly accessed by anyone who reads our member's resumes or visits our member's LinkedIn pages.
• Displays our member's education & employment history, college transcript, and employer reviews.

Who We Sell To

VerifiedHire plans on specifically targeting job seekers and professional networkers with a bachelor's degree or higher, making VerifiedHire's target market **55 Million People** [2]. The VerifiedHire target market consists of 4 segments: new graduate job seekers, unemployed job seekers, employed job seekers, and professional networkers.

Marketing

VerifiedHire plans on implementing advertising and promotional campaigns in order to reach its target market. Advertising campaigns include text link ads, banner ads, email ads, print ads, and postcard ads. Promotional campaigns include press releases, informational pages, promotional websites, promotional videos, social media campaigns, free memberships, mass job applications, journalist inquires, career service employee inquires, job fairs, trade shows, and promotional products.

Competition

VerifiedHire plans on using provisional patents, trademarks, copyrights, and non-compete agreements to limit competition. VerifiedHire has no direct competitors, as there are currently no other companies operating a network for sharing college transcripts and employer reviews. However, the potential for competition exists, as various companies could create a network for sharing college transcripts and employer reviews and market the service to their current customers. VerifiedHire has identified the following companies as potential competitors: LinkedIn, employment websites, screening companies, and other startup companies.

Growth

VerifiedHire has the potential for substantial growth in both customers and services. New customers include international job seekers and networkers, college applicants, and employers. New services include job listings, a resume search engine, resume writing services, background checks, and drug testing.

Management & Personnel

Adam Fike is the Founder & CEO of VerifiedHire. He will oversee the daily operations and ensure that the company's objectives and strategic goals are met. In order to build the VerifiedHire website, VerifiedHire will hire a Lead Software Engineer and various other supporting Software Engineers as needed. Shortly after launching the website, VerifiedHire will hire a Marketing Manager, Customer Service Representatives, and an Administrative Assistant. As the company grows, VerifiedHire will hire a CFO, Sales Associates, additional Customer Service Representatives, and additional Software Engineers.

Financial Summary

VerifiedHire is a high margin annual subscription based business model. VerifiedHire also has low operating costs, as almost all processes are automated and/or outsourced. Therefore, VerifiedHire plans on posting a net profit shortly after launching the website.
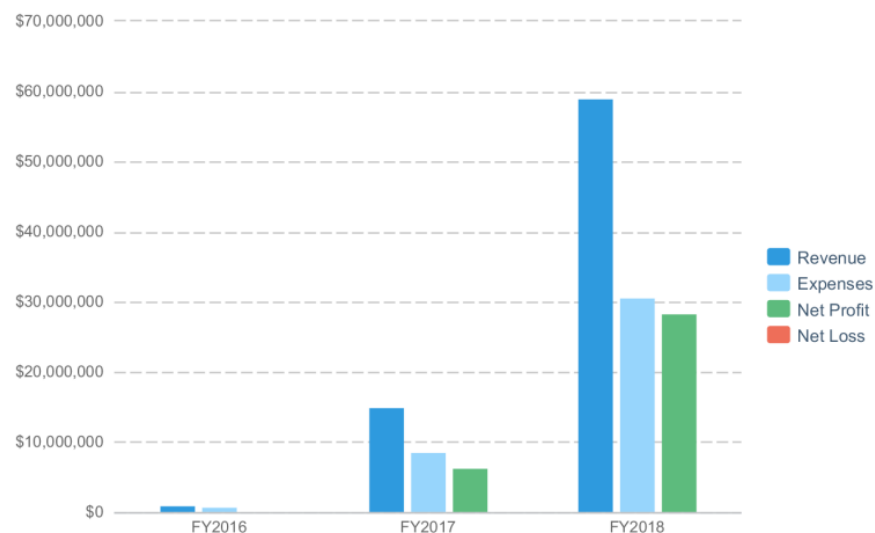
Company Overview

Business Description

VerifiedHire is a professional reference network, where professionals can share their college transcripts and employer reviews with their potential employers and fellow colleagues instantly.

Our Story

VerifiedHire was founded on the belief that, in this day and age, the information needed to trust job seekers and professional networkers should be instantly available. No one should ever have to question if their education and employment history is true and no one should ever have to wait for their college transcript to be sent through the mail or track down and interview their past employers, in order to trust them.

In order to solve this problem VerifiedHire created the VerifiedHire Seal & Profile:

#157264

The VerifiedHire Seal
• Instantly recognized and trusted.
• Proves our member's education and employment history is true.
• Displayed on our member's resumes and LinkedIn pages.
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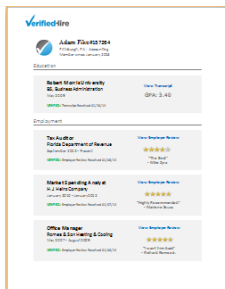
The VerifiedHire Profile
• Instantly accessed by anyone who reads our member's resumes or visits our member's LinkedIn pages.
• Displays our member's education & employment history, college transcript, and employer reviews.

Our Mission

Our mission is to make our members the most trusted professionals in the marketplace. To achieve our mission we make our member's college transcripts and employer reviews instantly available to anyone who reads their resume or visits their LinkedIn page.

Operations Overview

Service Description

VerifiedHire enables professionals to share their college transcripts and employer reviews with their potential employers and fellow colleagues instantly. No one ever has to question if our member's education and employment history is true and no one ever has to wait for our member's college transcripts to be sent through the mail or track down and interview our member's past employers, in order to trust them. The information needed to trust our members is instantly available.

Each VerifiedHire member receives The VerifiedHire Seal & Profile:

#157264

The VerifiedHire Seal
• Instantly recognized and trusted.
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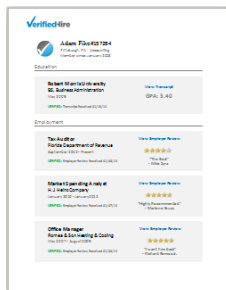
The VerifiedHire Profile
• Instantly accessed by anyone who reads our member's resumes or visits our member's LinkedIn pages.
• Displays our member's education & employment history, college transcript, and employer reviews.

How It Works

Sign Up

• Members submit their past employment references.
• Members send their school a "transcript request form."

Build Profile

• VerifiedHire interviews past employment references (by email).
• Schools send VerifiedHire "official college transcripts."
• VerifiedHire posts "official college transcripts" and past employer reviews to VerifiedHire Profiles.

Share Profile & Get Trusted

• Members display the VerifiedHire Seal on their resume and LinkedIn page.
• Employers and colleagues see the seal, visit our member's VerifiedHire Profiles, and review their college transcripts and employer reviews.
• Employers and colleagues trust our members.

Market Analysis

Anyone with post-secondary education history and/or employment history can join VerifiedHire, making VerifiedHire's absolute market 155 Million People [1]. However, VerifiedHire plans on specifically targeting job seekers and professional networkers with a bachelor's degree or higher, making VerifiedHire's target market **55 Million People** [2].

Job seekers and professional networkers in the VerifiedHire target market have past employers who can provide reviews and alma maters which can provide official college transcripts. They also have a need to prove to their potential employers and fellow colleagues that their education and employment history is true. The VerifiedHire target market is displayed below in 4 segments:

A. New Graduate Job Seekers　　　　　　　　　　　**1.6 Million** [3]
(Bachelor's Degree or Higher, Looking for New Job)

B. Unemployed Job Seekers　　　　　　　　　　　　**2.4 Million** [4]
(Bachelor's Degree or Higher, Looking for New Job)

C. Employed Job Seekers　　　　　　　　　　　　　**10 Million** [5]
(Bachelor's Degree or Higher, Looking for New Job)

D. Professional Networkers　　　　　　　　　　　　**<u>41 Million</u>** [6]
(Bachelor's Degree or Higher, Not Looking for New Job)

Total Target Market　　　　　　　　　　　　　　　**55 Million**

Target Market

- 3% New Graduate Jobseekers
- 4% Unemployed Jobseekers
- 18% Employed Jobseekers
- 75% Professional Networkers
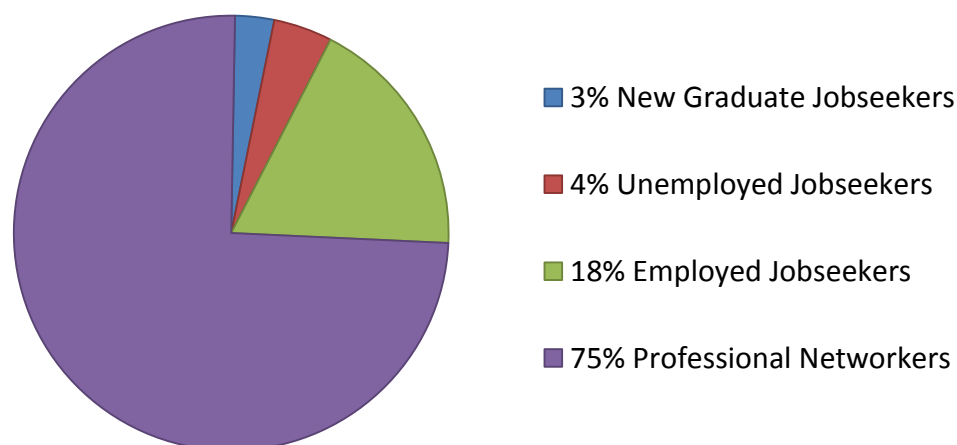
Marketing Plan

VerifiedHire plans on implementing advertising and promotional campaigns in order to reach its target market.

<u>**Advertising Campaigns**</u>

Text Link Ads – VerifiedHire text link ads will appear on Google when users search for: "How to write a resume," "How to write a cover letter," or "Resume Verification". VerifiedHire text link ads will also appear on LinkedIn, Indeed, Monster, & Career Builder. The ads will say, "Is your resume verified?" or "Is your LinkedIn page verified?"

Banner Ads – VerifiedHire banner ads will appear on LinkedIn, Indeed, Monster, & Career Builder. The ads will have a picture of the VerifiedHire Seal and say, "Is your resume verified?" or "Is your LinkedIn page verified?" or "Does your resume have the seal?"

Email Ads – VerifiedHire email ads will be sent to new graduates, job seekers, and professional networkers. The email lists will be purchased from national sales lead companies, LinkedIn, Indeed, Monster, & Career Builder.

Print Ads – VerifiedHire print ads will appear in the "Jobs/Employment Section" of national newspapers. The ads will have a picture of professionals and the VerifiedHire Seal and say, "Is your resume verified?" or "Does your resume have the seal?"

Postcard Ads – VerifiedHire postcard ads will be sent to new graduates, job seekers, and professional networkers. The mailing lists will be purchased from national sales lead companies, LinkedIn, Indeed, Monster, & Career Builder.

SEO- VerifiedHire will utilize Search Engine Optimization to ensure that VerifiedHire ads and the VerifiedHire web site appear at the top of Google search results when users search for: "How to write a resume," "How to write a cover letter," or "Resume Verification."

<u>**Promotional Campaigns**</u>

Press Releases – VerifiedHire will release statements to multiple news outlets after the company launches its web site and after the company completes various in-house studies & surveys. The press releases will raise awareness among news outlets and increase the possibility of news outlets doing a promotional story on VerifiedHire.

Informational Pages– VerifiedHire will create informational pages on Wikipedia, LinkedIn, Facebook, Twitter, and other similar sites. The informational pages will inform readers about the VerifiedHire service and the practice of Resume Verification.

Promotional Websites—VerifiedHire will create promotional websites which teach visitors about resumes, cover letters, and job interviews. The promotional websites will raise awareness among job seekers.

Promotional Videos – VerifiedHire will create promotional videos which teach viewers about resumes, cover letters, and job interviews. The promotional videos will raise awareness among job seekers.

Social Media Campaigns – VerifiedHire will create social media pages and conduct social media campaigns on LinkedIn, Facebook, Twitter, and other similar sites. The social media campaigns will inform readers about the VerifiedHire service and the practice of Resume Verification.

Free Memberships to New Graduates – VerifiedHire will offer 1 year free memberships to students who graduate from certain colleges and universities.

Mass Job Applications – VerifiedHire will create a team of VerifiedHire members who are responsible for applying to jobs and sending their "VerifiedHire Resumes" out to thousands of recruiters and employers across the country. The mass job applications will raise awareness among employers and recruiters.

Journalist Inquires – VerifiedHire will send journalists, who write advice columns in the "Jobs/Employment Section" of newspapers, questions about "VerifiedHire" and "Resume Verification." The inquiries will raise awareness among journalists and increase the possibility of news outlets doing a promotional story on VerifiedHire.

Career Service Employee Inquires – VerifiedHire will send career service employees at large colleges and universities questions about "VerifiedHire" and "Resume Verification." The inquiries will raise awareness among career service employees and increase the possibility of career service employees recommending the VerifiedHire service to graduating students.

Job Fairs – VerifiedHire will set up booths at job fairs across the country. The booths at job fairs will raise awareness among new graduates, job seekers, professional networkers, recruiters, and employers.

Trade Shows – VerifiedHire will set up booths at trade shows across the country. The booths at trade shows will raise awareness among human resource professionals.

Promotional Products – VerifiedHire will distribute various promotional products. The promotional products will raise awareness among new graduates, job seekers, professional networkers, recruiters, and employers.

Competitive Analysis

Limiting Competition

VerifiedHire plans on using the following methods to limit competition:

Provisional Patents - VerifiedHire will file a provisional patent prior to interviewing potential employees and pitching the website to potential investors. The provisional patent should protect VerifiedHire from potential competitors, who may attempt to create a similar resume verification website using the same processes as VerifiedHire. The provisional patent should protect VerifiedHire from potential competitors for one year. After the one year period ends, VerifiedHire will file a formal process patent (utility patent), which should prevent competitors from creating a similar resume verification website for up to 20 years.

Trademarks - VerifiedHire will trademark "VerifiedHire," "Resume Seal," "Verified Resume," and "Resume Verification" after launching the website. The trademarks should prevent potential competitors from using the terms.

Copyrights - VerifiedHire will copyright the material on the VerifiedHire website prior to launching the website. The copyright should prevent potential competitors from using similar material on their websites.

Non-Compete Agreements - VerifiedHire will request that potential employees and potential investors sign non-compete agreements before learning about VerifiedHire. The non-compete agreements should prevent them from disseminating confidential information to potential competitors and prevent them from starting similar resume verification websites.

Potential Competitors

VerifiedHire has no direct competitors, as there are currently no other companies operating a network for sharing college transcripts and employer reviews. Since VerifiedHire is the first and only company in the industry, VerifiedHire will enjoy a significant competitive advantage in its early stages. However, the potential for competition exists, as various companies could create a network for sharing college transcripts and employer reviews and market the service to their current customers.

Potential Buyers (Exit Strategy)

As VerifiedHire grows and increases its customer base and brand loyalty, it may become more cost effective for potential competitors to purchase VerifiedHire and incorporate its network for sharing college transcripts and employer reviews into their current business models, then to build and market a new network from scratch. Therefore, VerifiedHire has also identified its potential competitors as potential buyers of the company.

VerifiedHire has identified the following companies as potential competitors/potential buyers:

1. LinkedIn

Company Overview

LinkedIn is a social networking site for people in professional occupations. The company, through its proprietary platform, allows members to create, manage, and share their professional identity online; build and engage with their professional networks; access shared knowledge and insights; and find business opportunities.

Highlights

Company:	**LinkedIn**
Founded:	**2002**
Headquarters:	**Mountain View, CA**
Industry:	**Internet Information Providers**
Employees	**5,000 (2013)**
Members:	**260 Million (American) (2013)**
Market Cap:	**$19 Billion (2014)**
Annual Revenue:	**$1.5 Billion (2013)**

Potential Market Entry

LinkedIn is undoubtedly VerifiedHire's greatest source of potential competition. LinkedIn could incorporate a feature for sharing college transcripts and employer reviews into its current network and market the feature to its members as a premium subscription service. If LinkedIn was able to sell the service, for the standard yearly fee of $29.95, to only 5% of its 260 million members, they would increase their annual revenue by an estimated $390 million (26% increase).

<u>**Strengths**</u>

Accesses to Target Market - 75% of the VerifiedHire target market (Professional Networkers) are already members of LinkedIn.

Additional Services – LinkedIn's network allows users to do much more than share education and employment history (or college transcripts and employer reviews).

Management & Personnel – LinkedIn has 5,000 highly skilled employees and an innovative and responsive management team, capable of quickly designing and incorporating a feature which would allow users to share college transcripts and employer reviews.

Brand – LinkedIn has established itself as the most recognizable and trusted brand in professional networking.

Weaknesses

Late Entry – VerifiedHire will be the first company to launch a network for sharing college transcripts and employer reviews (first-mover advantage).

"Recommendations" Process – VerifiedHire allows its members to receive reviews from all of their past employers. LinkedIn only allows its members to receive reviews ("recommendations") from past employers who are members of LinkedIn.

"Un-verified Professionals" - VerifiedHire's network will be made up entirely of "Verified Professionals" (education and employment history supported by college transcripts and employer reviews). LinkedIn has a network of 260 million "Un-Verified-Professionals" (education and employment history unsupported). If LinkedIn adds a feature for sharing college transcripts and employer reviews it may expose the inherent flaw in each of their current 260 million member profiles.

Closing Analysis

It would appear that LinkedIn's safest path moving forward, would be to monitor the growth and success of VerifiedHire and its network for sharing college transcripts and employer reviews. If VerifiedHire is successful and it has proven that job seekers and networkers want to share their college transcripts and employer reviews, LinkedIn could buy VerifiedHire and market the service to its 260 million members as a separate brand and premium subscription service.

2. (Employment Websites)

Overview

Indeed, Monster, and CareerBuilder are employment websites, where job seekers can search and apply for jobs posted by recruiters and employers. Job seekers can also post their resumes on the sites and make them searchable to recruiters and employers.

Highlights

Company:	**Indeed**	**Monster**	**CareerBuilder**
Rank:	**#1 Job Search Engine**	**#2 Job Search Engine**	**#3 Job Search Engine**
Founded:	**2004**	**1999**	**1995**
Headquarters:	**New York, NY**	**New York, NY**	**Chicago, Illinois**
Owner:	**Recruit Co., Ltd. (Japan)**	**Monster International**	**Gannett Company, Inc.**
Industry:	**Staffing Services**	**Staffing Services**	**Staffing Services**
Employees:	**Unknown (Privately Held)**	**4,000**	**2,500**
Job Seekers Per Mo.	**70 Million (2013)**	**40 Million (2013)**	**25 Million (2013)**
Market Cap:	**Unknown (Privately Held)**	**$600 Million (2013)**	**Unknown (Subsidiary)**
Annual Revenue:	**Unknown (Privately Held)**	**$800 Million (2013)**	**$680 Million (2013)**

Potential Market Entry

Employment websites are a potential source of competition for VerifiedHire. Employment websites could incorporate a feature for sharing college transcripts and employer reviews into their current networks for sharing resumes and market the service to their users as a premium subscription service. If employment websites were able to sell the service, for the standard yearly fee of $29.95, to only 5% of their 25-75 million monthly users, they would raise their annual revenue by an estimated $100 Million to $300 Million.

Strengths

Accesses to Target Market - 25% of the VerifiedHire target market (Job Seekers) already use employment websites.

Brand –Indeed, Monster, and Career builder have established themselves as the most recognizable and trusted brands among job seekers.

Weaknesses

Late Entry – VerifiedHire will be the first company to launch a network for sharing college transcripts and employer reviews (first-mover advantage).

Highly Fragmented Market - VerifiedHire has the opportunity to attract the entire target market. It is unlikely that any (one) employment website would be able to attract the entire target market, as the websites are already highly fragmented, with job seekers loyal to one of the top 3 sites or one of the several other smaller sites.

Closing Analysis

Employment websites may take advantage of their access to the target market and trusted brands and add a feature for sharing college transcripts and employer reviews to their website. However, these companies are not known for their innovation and responsiveness, so building and launching a feature which allows users to share college transcripts and employer reviews will likely take them a long time. VerifiedHire has to ensure that it takes full advantage of being the first market mover by building a large market share and establishing a trusted brand as quickly as possible.

3. (Screening Companies)

Overview

Advanced Data Processing, Acxiom, and Hire Right offer enterprise data, analytics, business outsourcing, and human capital management services. The companies are among the largest providers of employee screening services (background checks) in the world.

Highlights

Company:	**Automatic Data Processing**	**Acxiom**	**Hire Right**
Founded:	**1949**	**1969**	**1995**
Headquarters:	**Roseland, NJ**	**Little Rock, AR**	**Irvine, CA**
Industry:	**Business Services**	**Business Services**	**Business Services**
Employees:	**60,000**	**6,300**	**Unknown (Privately Held)**
Market Cap:	**$37.4 Billion**	**$2.2 Billion (2014)**	**Unknown (Privately Held)**
Annual Revenue:	**$11.3 Billion**	**$1.1 Billion (2013**	**Unknown (Privately Held)**

Potential Market Entry

Screening companies are a potential source of competition for VerifiedHire.
Screening companies could build networks where job seekers and professional networkers could share their college transcripts and employer reviews. Screening companies could also incorporate their current services by charging to perform, and to post the results of, background checks and drug tests. If screening companies were able to sell the service, for the standard yearly fee of $29.95 plus their current fees for background checks and drug tests, they would raise their annual revenue by an estimated $100 Million to $300 Million.

Strengths

Additional Services – In addition to college transcripts and employer reviews, screening companies could allow users to post the results of background checks and drug tests.

Weaknesses

Late Entry – VerifiedHire will be the first company to launch a network for sharing college transcripts and employer reviews (first-mover advantage).

Brand – VerifiedHire has the opportunity to create brand recognition and brand loyalty among job seekers and networkers. Screening companies have abstract brands which are only known and trusted among human resource professionals. In fact, most job seekers and networkers are completely unaware of any of the major screening company brand names.

Closing Analysis

Screening companies currently generate revenue from employers who hire them to verify education history, verify past employment history, perform background checks and conduct drug tests. If VerifiedHire is successful and it has proven that job seekers and networkers want to share their college transcript and employer reviews, these companies may create a network in order to diversify, since the revenue they receive from employers will drop off as the cost (burden) of "Verification" begins to fall on job seekers instead of employers. VerifiedHire has to ensure that it takes full advantage of being the first market mover by building a large market share and establishing a trusted brand as quickly as possible. VerifiedHire also has to ensure that it adds additional services (background check and drug tests) if it appears the market demands them.

4. (Startups)

Overview

Startup companies are a potential source of competition for VerifiedHire. The combination of VerifiedHire's minimal startup costs, relatively low technical programming difficulty, and high profit potential will make it an attractive business model for various startup companies. VerifiedHire has to ensure it protects its business model with patents, trademarks, copyrights, and non-compete agreements. VerifiedHire also has to ensure that it takes full advantage of being the first market mover by building a large market share and establishing a trusted brand as quickly as possible.

Growth Plan

VerifiedHire has the potential for substantial growth in both customers and services:

Customers

International Job Seekers & Networkers - VerifiedHire could make its current network available to Job Seekers & Networkers in other countries.

College Applicants – VerifiedHire could create a network where college applicants could share their high school transcripts, SAT scores, essays, and recommendations with college admissions officers.

Employers – VerifiedHire could create new features which allow employers to post job openings and search for qualified candidates using a resume search engine.

Billable Services

Job Listings – VerifiedHire could charge employers to post job openings on the VerifiedHire website.

Resume Search Engine – VerifiedHire could charge employers to search the VerifiedHire member database for qualified candidates.

Resume Writing Services – VerifiedHire could charge its current members to have their resumes written by professional resume writers.

Background Checks – VerifiedHire could charge its current members for background checks and for having the results of the background checks posted on their VerifiedHire profile.

Drug Testing – VerifiedHire could charge its current members for drug tests and for having the results of the drug tests posted on their VerifiedHire profile.

Free Services

Job Search Engine – VerifiedHire could create a job search engine where members could search the job openings posted by employers.

Standard Resume Software – VerifiedHire could create standard resume software which would format the data provided by VerifiedHire members into a standard resume.

Professor Reviews – VerifiedHire could create a new feature where members could request reviews from college professors, which would then be posted on their VerifiedHire profile.

User Generated Material – VerifiedHire could create new features which would allow members to generate their own content for their VerifiedHire profiles. VerifiedHire members could post pictures, videos, essays, portfolios, and their answers to the most frequently asked job interview questions.

Management & Personnel (Year 1 Summary)

Overview

Adam Fike is the Founder & CEO of VerifiedHire. He will oversee the daily operations and ensure that the company's objectives and strategic goals are met.

In order to build the VerifiedHire website, VerifiedHire will hire a Lead Software Engineer and various supporting Software Engineers as needed. The Engineers will be responsible for developing, launching, and maintaining the VerifiedHire website. All Engineers compensation prior to the launch of the VerifiedHire website will be in the form of VerifiedHire stock.

Shortly after launching the VerifiedHire website, VerifiedHire will hire a Marketing Manager. The Marketing Manager will be responsible for conceiving, developing and implementing all marketing-related programs. As VerifiedHire builds its customer base and increases traffic to the website, VerifiedHire will hire Customer Service Representatives and an Administrative Assistant. The Customer Service Representatives will be responsible for interacting with new and existing VerifiedHire customers and for providing answers to inquiries about the VerifiedHire service. The Administrative Assistant will be responsible for managing the VerifiedHire workflow and for helping the VerifiedHire team member's complete daily tasks.

Adam Fike, Founder & CEO

Responsibilities include but are not limited to:

- Oversee daily operations
- Manage personnel (recruitment, hiring, training, supervision, evaluation, and termination of staff)
- Oversee development, launch, and maintenance of company website
- Oversee development and Implementation of new features and enhancements on company website
- Oversee conception, development, and implementation of all marketing-related programs
- Oversee interactions with new and existing customers
- Develop and execute long-term strategic plan
- Develop capital-raising strategies and secure funding
- Develop budget and implement financial strategy
- Maintain financial records & prepare financial reports
- Generate media coverage & establish strategic partnerships

[TBD], Lead Software Engineer

Responsibilities:

- Lead a team of 3+ software engineers
- Write reliable, efficient, testable, and elegant code
- Develop, launch, and maintain company website
- Develop and Implement new features and enhancements on the company website

Preferred Qualifications:
- MS or PhD in Computer Science or closely related degree
- 4 years of relevant work experience in software development and technical leadership
- Strong leadership, analytical, and problem-solving skills.

[TBD], Software Engineer

Responsibilities:

- Write reliable, efficient, testable, and elegant code
- Develop, launch, and maintain company website
- Develop and Implement new features and enhancements on the company website

Preferred Qualifications:

- BA/BS in Computer Science or closely related degree
- 2 years of relevant work experience in software development
- Strong analytical and problem-solving skills.

[TBD], Marketing Manager

Responsibilities:

- Conceive, develop, and implement all marketing-related programs
- Track the success of all marketing-related programs
- Conduct consumer research to identify key market opportunities

Preferred Qualifications:

- MS or PhD in Marketing or closely related degree
- 4 years of relevant work experience creating and executing successful marketing campaigns
- Strong written and verbal communications skills with the ability to motivate and persuade
- Experience working in a creative environment

[TBD], Customer Service Representative

Responsibilities:

- Interact with new and existing VerifiedHire customers and provide answers to inquiries about the VerifiedHire service
- Identify opportunities for improvement and help direct corrective actions to enhance the overall customer experience.

Preferred Qualifications:

- High school diploma
- 1 year of relevant work experience in customer support
- Strong oral communication and problem-solving skills
- Ability to exhibit courteous telephone etiquette, empathy, patience and professionalism

[TBD], Administrative Assistant

Responsibilities:

- Help VerifiedHire team member's complete daily tasks and special projects
- Manage the VerifiedHire workflow

Preferred Qualifications:

- High school diploma
- 1 year of relevant work experience in administrative support
- Strong interpersonal communication and organizational skills
- Ability to multi-task and work in a fast paced environment.

Please Note: After year 1, VerifiedHire will hire a CFO, Sales Associates, additional Customer Service Representatives, and additional Software Engineers.

Financial Analysis Summary

Overview

VerifiedHire is a high margin annual subscription based business model. VerifiedHire also has low operating costs, as almost all processes are automated and/or outsourced. Therefore, VerifiedHire plans on posting a net profit shortly after launching the website.

In August of 2015, Adam Fike will hire Software Engineers, which will be compensated in the form of company stock. Adam Fike and the Software Engineers will build the VerifiedHire website and launch it in January of 2016. Adam Fike and the Software Engineers will manage the website remotely (no office), from January 2016 to March 2016. In order to ensure that the company moves quickly into profitability, VerifiedHire's only indirect expenses during this time will relate to Web Hosting & Advertising. VerifiedHire will not hire salaried employees or rent an office space until the website acquires new members and begins to generate significant revenue.

After the website has acquired new members and generated significant revenue, VerifiedHire will hire salaried employees and rent an office space (April 2016). The salaried employees will help grow and support the VerifiedHire customer base and the office space will serve as a base of operations for all salaried employees. After hiring salaried employees and renting an office space, VerifiedHire will also drastically increase its advertising budget in order to attract new members.

Revenue Forecast

Members

VerifiedHire is basing its future revenue projections on the percentage of job seekers and professional networkers in the VerifiedHire target market who are likely to join or renew their VerifiedHire memberships in a given year. Below is a conservative estimation of the percentage of job seekers and professional networkers in the VerifiedHire target market who are likely to join or renew their VerifiedHire memberships in a given year.

Target Market	Market Size
New Graduate Job Seekers	1,600,000
Unemployed Job Seekers	2,400,000
Employed Job Seekers	10,000,000
Professional Networkers	41,000,000
	55 Million

VerifiedHire plans on adding 131,000 new members in its first year.

YEAR 1	Members	Market Share %
New Graduate Job Seekers	16,000	1% (1 out of 100)
Unemployed Job Seekers	24,000	1% (1 out of 100)
Employed Job Seekers	50,000	.5% (1 out of 500)
Professional Networkers	41,000	.1% (1 out of 1,000)
Year 1 Members	**131,000**	

In year 2, VerifiedHire plans on renewing 117,900 (90%) of year 1 memberships. VerifiedHire also plans on adding 692,100 new members, bringing its total membership to 810,000.

YEAR 2	Members	Market Share %
New Graduate Job Seekers	80,000	5%
Unemployed Job Seekers	120,000	5%
Employed Job Seekers	200,000	2%
Professional Networkers	410,000	1% (1 out of 100)
Year 2 Members	**810,000**	

In year 3, VerifiedHire plans on renewing 729,000 (90%) of year 2 memberships. VerifiedHire also plans on adding 2,221,000 new members, bringing its total membership to 2,950,000.

YEAR 3	Members	Market Share %
New Graduate Job Seekers	160,000	10%
Unemployed Job Seekers	240,000	10%
Employed Job Seekers	500,000	5%
Professional Networkers	2,050,000	5%
Year 3 Members	**2,950,000**	

Price

VerifiedHire membership is $29.95 per year.

Direct Cost

Each new membership has a direct cost of 50 cents. The direct cost is related to the "Mail Scanning Service" which VerifiedHire outsources. The "Mail Scanning Service" company receives a new member's transcript in a P.O. Box, opens the package, scans the transcript, and sends the PDF image of the transcript to VerifiedHire. The "Mail Scanning Service" company charges an average of 50 cents per transcript processed.

Gross Margin %

VerifiedHire operates on a 98% gross margin. ($29.95-$.50)/$29.95 = 98%

* Accrual Accounting Method

VerifiedHire is basing its future revenue projections on an accrual accounting method. Under the accrual accounting method, VerifiedHire does not recognize revenue until the VerifiedHire service has been provided. Therefore, VerifiedHire does not record $29.95 as revenue when a new member joins, because VerifiedHire has not provided a full year of service. Instead, VerifiedHire records $2.49 per month as revenue in each of the following 12 months after a new member joins. This causes a delay in recognizing incoming cash as revenue. For instance, in year 3 VerifiedHire projects it will sell 2.95 Million memberships, which will bring in $88,352,500 in cash. However, VerifiedHire will only record $59,051,706 as revenue, due to delayed revenue recognition caused by the accrual accounting method.

Revenue Forecast by Month (Year 1)

FY2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Total Revenue	$499	$1,248	$2,496	$4,992	$12,479	$24,958	$44,925	$74,875	$112,313	$162,229	$224,625	$324,458
Total Direct Cost	$8	$21	$42	$83	$208	$417	$750	$1,250	$1,875	$2,708	$3,750	$5,417
Gross Margin	$491	$1,227	$2,454	$4,909	$12,271	$24,541	$44,175	$73,625	$110,438	$159,521	$220,875	$319,041
Gross Margin %	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%

Revenue Forecast by Year

	FY2016	FY2017	FY2018
Total Revenue	$990,097	$15,022,371	$59,051,706
Total Direct Cost	$16,529	$250,791	$985,838
Gross Margin	$973,568	$14,771,580	$58,065,868
Gross Margin %	98%	98%	98%

Expense Forecast

Salaries (starting April 2016) – See "Salaries Summary" on next page

Employee Related Expenses (starting April 2016) - VerifiedHire estimates a 25% payroll burden which relates to Payroll Taxes and Insurance.

Office Expenses (starting April 2016) – VerifiedHire will rent a small office in April 2016. VerifiedHire will also upgrade to lager office spaces in years 2 and 3, as the company increases revenue and grows its staff. The office expenses will relate to Rent, Utilities, Insurance, Office Supplies, Internet, and Telephone.

Asset Purchases (starting April 2016) – VerifiedHire will purchase assets for its new office in April 2016. VerifiedHire will also purchase additional assets when the company moves into lager office spaces in years 2 and 3, as the company increases revenue and grows its staff. The asset purchases will relate to Furniture & Fixtures, Office Equipment, and Computer Equipment.

Professional Fees, Legal Fees, Dues & Subscriptions (starting April 2016) – Verified hire will consult with SEO specialists and attorneys on an ongoing basis starting in April 2016. VerifiedHire will also join organizations such as BBB, Trust-e, VeriSign, NAPBS, SHRM, and IAPP in April 2016.

Web Hosting Expense (starting January 2016) - VerifiedHire will hire a Web Hosting company to provide storage space and access to the VerifiedHire website in January 2016. Verified hire will continue to purchase more storage space and access in years 2 and 3, as the company increases its customer base and web traffic.

Advertising Expense (starting January 2016) – VerifiedHire will purchase internet ads (text, banner, e-mail) and print ads starting in January 2016. VerifiedHire will drastically increase its advertising budget and expand into TV & Radio ads in years 2 and 3, as the company increases revenue.

* Taxes – VerifiedHire estimates a 40% income tax burden (Federal, State, & Local)

Salaries Summary -

CEO – Adam Fike will manage the day to day operations of VerifiedHire. Adam Fike will not take a salary.

Lead Software Engineer - A Lead Software Engineer will be hired to manage a team of Engineers and to develop, launch, and maintain the VerifiedHire website. The Lead Software Engineer will be hired several months prior to launching the site in January 2016. The Lead Software Engineers compensation will be in the form of company stock until April 2016, at which point, they will be paid $60,000 per year with 50% annual raises.

Software Engineers - Software Engineers will be hired to develop, launch, and maintain the VerifiedHire website. Software Engineers will be hired several months prior to launching the site in January 2016. The Software Engineers compensation will be in the form of company stock until April 2016, at which point, they will be paid $42,000 per year. Additional Software Engineers will be hired as the VerifiedHire customer base grows, in order to maintain the site and add new features. Additional Software Engineers will be paid $42,000 per year

Marketing Manager – A Marketing Manager will be hired to conceive, develop, and implement all marketing-related programs. The Marketing Manager will be hired in April 2016. They will be paid $60,000 per year with 50% annual raises.

Customer Service Representatives – Customer Service Representatives will be hired to interact with new and existing VerifiedHire customers and to provide answers to inquiries about the VerifiedHire service. The first Customer Service Representative will be hired in July 2016. Additional Customer Service Representatives will be hired as the VerifiedHire customer base grows. Customer Service Representatives will be paid $30,000 per year.

Administrative Assistant – An Administrative Assistant will be hired to manage the VerifiedHire workflow. The Administrative Assistant will be hired in July 2016. They will be paid $30,000 per year.

CFO (Year 2) – A CFO will be hired to manage the financial operations of VerifiedHire. The CFO will be hired in January 2017 (beginning of year 2). The CFO will be paid $90,000 per year with 50% annual raises. Please Note: All financial operations will be managed by Adam Fike, Founder & CEO, prior to the hiring of the CFO.

Sales Associates (Year 2) – Sales Associates will be hired to help execute the Marketing Managers plans and to help grow and manage the VerifiedHire brand. They will be paid $42,000 per year.

Salaries Forecast by Month (Year 1)

FY2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Adam Fike, Founder & CEO	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Lead Software Engineer	$0	$0	$0	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000
Software Engineer 1	$0	$0	$0	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500
Software Engineer 2	$0	$0	$0	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500
Marketing Manager	$0	$0	$0	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000
Customer Service Representative 1	$0	$0	$0	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Customer Service Representative 2	$0	$0	$0	$0	$0	$0	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Administrative Assistant	$0	$0	$0	$0	$0	$0	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Chief Financial Officer	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Software Engineer 3	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Software Engineer 4	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Customer Service Representative 3	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Customer Service Representative 4	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Sales Associate 1	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Sales Associate 2	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Software Engineer 5	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Software Engineer 6	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Customer Service Representative 5	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Customer Service Representative 6	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Sales Associate 3	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Sales Associate 4	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total	**$0**	**$0**	**$0**	**$19,500**	**$19,500**	**$19,500**	**$24,500**	**$24,500**	**$24,500**	**$24,500**	**$24,500**	**$24,500**

Salaries Forecast by Year

	FY2016	FY2017	FY2018
Adam Fike, Founder & CEO	$0	$0	$0
Lead Software Engineer	$45,000	$90,000	$135,000
Software Engineer 1	$31,500	$42,000	$42,000
Software Engineer 2	$31,500	$42,000	$42,000
Marketing Manager	$45,000	$90,000	$135,000
Customer Service Representative 1	$22,500	$30,000	$30,000
Customer Service Representative 2	$15,000	$30,000	$30,000
Administrative Assistant	$15,000	$30,000	$30,000
Chief Financial Officer	$0	$90,000	$135,000
Software Engineer 3	$0	$42,000	$42,000
Software Engineer 4	$0	$42,000	$42,000
Customer Service Representative 3	$0	$30,000	$30,000
Customer Service Representative 4	$0	$30,000	$30,000
Sales Associate 1	$0	$42,000	$42,000
Sales Associate 2	$0	$42,000	$42,000
Software Engineer 5	$0	$0	$42,000
Software Engineer 6	$0	$0	$42,000
Customer Service Representative 5	$0	$0	$30,000
Customer Service Representative 6	$0	$0	$30,000
Sales Associate 3	$0	$0	$42,000
Sales Associate 4	$0	$0	$42,000
Total	**$205,500**	**$672,000**	**$1,035,000**

Expense Forecast by Month (Year 1)

FY2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Operating Expenses												
Salaries	$0	$0	$0	$19,500	$19,500	$19,500	$24,500	$24,500	$24,500	$24,500	$24,500	$24,500
Employee Related Expenses	$0	$0	$0	$4,875	$4,875	$4,875	$6,125	$6,125	$6,125	$6,125	$6,125	$6,125
Rent	$0	$0	$0	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000
Utilities	$0	$0	$0	$400	$400	$400	$400	$400	$400	$400	$400	$400
Insurance	$0	$0	$0	$200	$200	$200	$200	$200	$200	$200	$200	$200
Office Supplies	$0	$0	$0	$200	$200	$200	$200	$200	$200	$200	$200	$200
Internet	$0	$0	$0	$200	$200	$200	$200	$200	$200	$200	$200	$200
Telephone	$0	$0	$0	$200	$200	$200	$200	$200	$200	$200	$200	$200
Professional Fees	$0	$0	$0	$400	$400	$400	$400	$400	$400	$400	$400	$400
Legal Fees	$0	$0	$0	$400	$400	$400	$400	$400	$400	$400	$400	$400
Dues & Subscriptions	$0	$0	$0	$400	$400	$400	$400	$400	$400	$400	$400	$400
Web Hosting	$1,000	$1,000	$1,000	$2,000	$2,000	$2,000	$3,000	$3,000	$3,000	$4,000	$4,000	$4,000
Internet Ads (Text, Banner, & Email)	$5,000	$5,000	$5,000	$10,000	$10,000	$10,000	$15,000	$15,000	$15,000	$20,000	$20,000	$20,000
Print Ads (Newspaper)	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000
Other Ads	$0	$0	$0	$0	$0	$0	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000
TV & Radio Ads	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Promotional Materials	$0	$0	$0	$0	$0	$0	$500	$500	$500	$500	$500	$500
Total Operating Expenses	**$11,000**	**$11,000**	**$11,000**	**$46,775**	**$46,775**	**$46,775**	**$65,525**	**$65,525**	**$65,525**	**$71,525**	**$71,525**	**$71,525**
Major Purchases												
Furniture & Fixtures	$0	$0	$0	$5,000	$0	$0	$0	$0	$0	$0	$0	$0
Office Equipment	$0	$0	$0	$5,000	$0	$0	$0	$0	$0	$0	$0	$0
Computer Equipment	$0	$0	$0	$15,000	$0	$0	$0	$0	$0	$0	$0	$0
Furniture & Fixtures 2	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Office Equipment 2	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Computer Equipment 2	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Furniture & Fixtures 3	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Office Equipment 3	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Computer Equipment 3	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Major Purchases	**$0**	**$0**	**$0**	**$25,000**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**

Expense Forecast by Year

	FY2016	FY2017	FY2018
Operating Expenses			
Salaries	$205,500	$672,000	$1,035,000
Employee Related Expenses	$51,375	$168,000	$258,762
Rent	$27,000	$150,000	$300,000
Utilities	$3,600	$20,000	$40,000
Insurance	$1,800	$10,000	$20,000
Office Supplies	$1,800	$5,000	$10,000
Internet	$1,800	$5,000	$10,000
Telephone	$1,800	$5,000	$10,000
Professional Fees	$3,600	$20,000	$40,000
Legal Fees	$3,600	$20,000	$40,000
Dues & Subscriptions	$3,600	$20,000	$40,000
Web Hosting	$30,000	$200,000	$400,000
Internet Ads (Text, Banner, & Email)	$150,000	$500,000	$2,000,000
Print Ads (Newspaper)	$90,000	$200,000	$400,000
Other Ads	$6,000	$50,000	$100,000
TV & Radio Ads	$0	$2,000,000	$6,000,000
Promotional Materials	$3,000	$20,000	$40,000
Total Operating Expenses	**$584,475**	**$4,065,000**	**$10,743,762**
Major Purchases			
Furniture & Fixtures	$5,000	$0	$0
Office Equipment	$5,000	$0	$0
Computer Equipment	$15,000	$0	$0
Furniture & Fixtures 2	$0	$20,000	$0
Office Equipment 2	$0	$20,000	$0
Computer Equipment 2	$0	$100,000	$0
Furniture & Fixtures 3	$0	$0	$40,000
Office Equipment 3	$0	$0	$40,000
Computer Equipment 3	$0	$0	$200,000
Total Major Purchases	**$25,000**	**$140,000**	**$280,000**

Income Statement

Income Statement by Month (Year 1)

FY2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Revenue	$499	$1,248	$2,496	$4,992	$12,479	$24,958	$44,925	$74,875	$112,313	$162,229	$224,625	$324,458
Direct Cost	$8	$21	$42	$83	$208	$417	$750	$1,250	$1,875	$2,708	$3,750	$5,417
Gross Margin	$491	$1,227	$2,454	$4,909	$12,271	$24,541	$44,175	$73,625	$110,438	$159,521	$220,875	$319,041
Gross Margin %	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%
Operating Expenses												
Salary	$0	$0	$0	$19,500	$19,500	$19,500	$24,500	$24,500	$24,500	$24,500	$24,500	$24,500
Employee Related Expenses	$0	$0	$0	$4,875	$4,875	$4,875	$6,125	$6,125	$6,125	$6,125	$6,125	$6,125
Rent	$0	$0	$0	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000
Utilities	$0	$0	$0	$400	$400	$400	$400	$400	$400	$400	$400	$400
Insurance	$0	$0	$0	$200	$200	$200	$200	$200	$200	$200	$200	$200
Office Supplies	$0	$0	$0	$200	$200	$200	$200	$200	$200	$200	$200	$200
Internet	$0	$0	$0	$200	$200	$200	$200	$200	$200	$200	$200	$200
Telephone	$0	$0	$0	$200	$200	$200	$200	$200	$200	$200	$200	$200
Professional Fees	$0	$0	$0	$400	$400	$400	$400	$400	$400	$400	$400	$400
Legal Fees	$0	$0	$0	$400	$400	$400	$400	$400	$400	$400	$400	$400
Dues & Subscriptions	$0	$0	$0	$400	$400	$400	$400	$400	$400	$400	$400	$400
Web Hosting	$1,000	$1,000	$1,000	$2,000	$2,000	$2,000	$3,000	$3,000	$3,000	$4,000	$4,000	$4,000
Internet Ads (Text, Banner, & Email)	$5,000	$5,000	$5,000	$10,000	$10,000	$10,000	$15,000	$15,000	$15,000	$20,000	$20,000	$20,000
Print Ads (Newspaper)	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000
Other Ads	$0	$0	$0	$0	$0	$0	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000
TV & Radio Ads	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Promotional Materials	$0	$0	$0	$0	$0	$0	$500	$500	$500	$500	$500	$500
Total Operating Expenses	$11,000	$11,000	$11,000	$46,775	$46,775	$46,775	$65,525	$65,525	$65,525	$71,525	$71,525	$71,525
Operating Income	($10,509)	($9,773)	($8,546)	($41,866)	($34,504)	($22,234)	($21,350)	$8,100	$44,913	$87,996	$149,350	$247,516
Interest Incurred	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Depreciation and Amortization	$0	$0	$0	$416	$416	$416	$416	$416	$416	$418	$418	$418
Income Taxes	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$55,298	$98,839
Total Expenses	$11,008	$11,021	$11,042	$47,274	$47,399	$47,608	$66,691	$67,191	$67,816	$74,651	$130,991	$176,199
Net Profit	($10,509)	($9,773)	($8,546)	($42,282)	($34,920)	($22,650)	($21,766)	$7,684	$44,497	$87,578	$93,634	$148,259
Net Profit / Sales	(2,106%)	(783%)	(342%)	(847%)	(280%)	(91%)	(48%)	10%	40%	54%	42%	46%

Income Statement by Year

	FY2016	FY2017	FY2018
Revenue	**$990,097**	**$15,022,371**	**$59,051,706**
Direct Cost	**$16,529**	**$250,791**	**$985,838**
Gross Margin	$973,568	$14,771,580	$58,065,868
Gross Margin %	**98%**	**98%**	**98%**
Operating Expenses			
Salary	$205,500	$672,000	$1,035,000
Employee Related Expenses	$51,375	$168,000	$258,762
Rent	$27,000	$150,000	$300,000
Utilities	$3,600	$20,000	$40,000
Insurance	$1,800	$10,000	$20,000
Office Supplies	$1,800	$5,000	$10,000
Internet	$1,800	$5,000	$10,000
Telephone	$1,800	$5,000	$10,000
Professional Fees	$3,600	$20,000	$40,000
Legal Fees	$3,600	$20,000	$40,000
Dues & Subscriptions	$3,600	$20,000	$40,000
Web Hosting	$30,000	$200,000	$400,000
Internet Ads (Text, Banner, & Email)	$150,000	$500,000	$2,000,000
Print Ads (Newspaper)	$90,000	$200,000	$400,000
Other Ads	$6,000	$50,000	$100,000
TV & Radio Ads	$0	$2,000,000	$6,000,000
Promotional Materials	$3,000	$20,000	$40,000
Total Operating Expenses	**$584,475**	**$4,065,000**	**$10,743,762**
Operating Income	**$389,093**	**$10,706,580**	**$47,322,106**
Interest Incurred	$0	$0	$0
Depreciation and Amortization	$3,750	$33,000	$89,000
Income Taxes	$154,137	$4,269,432	$18,893,242
Total Expenses	**$758,891**	**$8,618,223**	**$30,711,842**
Net Profit	**$231,206**	**$6,404,148**	**$28,339,864**
Net Profit / Sales	**23%**	**43%**	**48%**

Net Profit by Year
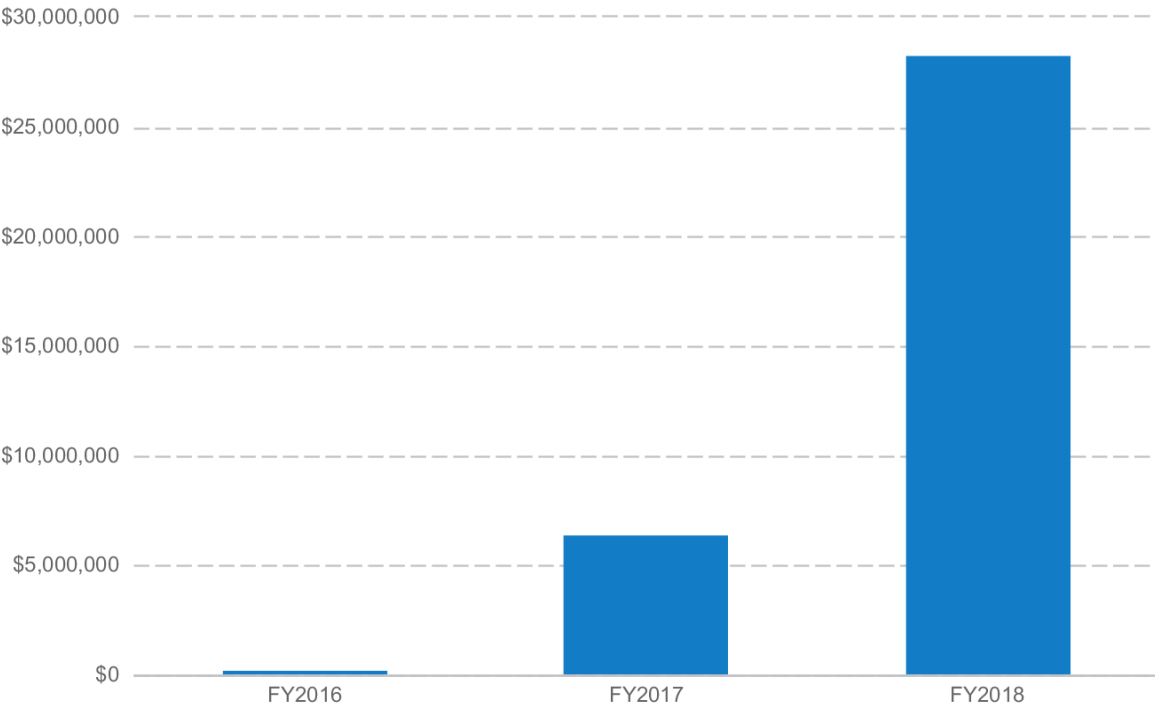
Balance Sheet

Balance Sheet by Month (Year 1)

As of Period's End	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Cash	$55,990	$53,967	$57,921	$27,454	$70,446	$173,213	$359,371	$652,496	$1,034,971	$1,566,571	$2,185,790	$3,209,676
Accounts Receivable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Inventory	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Current Assets	**$55,990**	**$53,967**	**$57,921**	**$27,454**	**$70,446**	**$173,213**	**$359,371**	**$652,496**	**$1,034,971**	**$1,566,571**	**$2,185,790**	**$3,209,676**
Long-Term Assets	$0	$0	$0	$25,000	$25,000	$25,000	$25,000	$25,000	$25,000	$25,000	$25,000	$25,000
Accumulated Depreciation	$0	$0	$0	($416)	($832)	($1,248)	($1,664)	($2,080)	($2,496)	($2,914)	($3,332)	($3,750)
Total Long-Term Assets	**$0**	**$0**	**$0**	**$24,584**	**$24,168**	**$23,752**	**$23,336**	**$22,920**	**$22,504**	**$22,086**	**$21,668**	**$21,250**
Total Assets	**$55,990**	**$53,967**	**$57,921**	**$52,038**	**$94,614**	**$196,965**	**$382,707**	**$675,416**	**$1,057,475**	**$1,588,657**	**$2,207,458**	**$3,230,926**
Accounts Payable	$11,008	$11,021	$11,042	$22,483	$22,608	$22,817	$35,650	$36,150	$36,775	$43,608	$44,650	$46,317
Sales Taxes Payable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Short-Term Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Prepaid Revenue	$5,491	$13,228	$25,707	$50,665	$128,036	$252,828	$447,503	$732,028	$1,068,965	$1,505,736	$2,029,861	$2,903,403
Total Current Liabilities	**$16,499**	**$24,249**	**$36,749**	**$73,148**	**$150,644**	**$275,645**	**$483,153**	**$768,178**	**$1,105,740**	**$1,549,344**	**$2,074,511**	**$2,949,720**
Long-Term Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Liabilities	**$16,499**	**$24,249**	**$36,749**	**$73,148**	**$150,644**	**$275,645**	**$483,153**	**$768,178**	**$1,105,740**	**$1,549,344**	**$2,074,511**	**$2,949,720**
Paid-In Capital	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000	$50,000
Retained Earnings	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Earnings	($10,509)	($20,282)	($28,828)	($71,110)	($106,030)	($128,680)	($150,446)	($142,762)	($98,265)	($10,687)	$82,947	$231,206
Total Owner's Equity	**$39,491**	**$29,718**	**$21,172**	**($21,110)**	**($56,030)**	**($78,680)**	**($100,446)**	**($92,762)**	**($48,265)**	**$39,313**	**$132,947**	**$281,206**
Total Liabilities & Equity	**$55,990**	**$53,967**	**$57,921**	**$52,038**	**$94,614**	**$196,965**	**$382,707**	**$675,416**	**$1,057,475**	**$1,588,657**	**$2,207,458**	**$3,230,926**

Balance Sheet by Year

As of Period's End	FY2016	FY2017	FY2018
Cash	$3,209,676	$18,973,149	$77,006,471
Accounts Receivable	$0	$0	$0
Inventory	$0	$0	$0
Total Current Assets	**$3,209,676**	**$18,973,149**	**$77,006,471**
Long-Term Assets	$25,000	$165,000	$445,000
Accumulated Depreciation	($3,750)	($36,750)	($125,750)
Total Long-Term Assets	**$21,250**	**$128,250**	**$319,250**
Total Assets	**$3,230,926**	**$19,101,399**	**$77,325,721**
Accounts Payable	$46,317	$302,468	$910,391
Sales Taxes Payable	$0	$0	$0
Short-Term Debt	$0	$0	$0
Prepaid Revenue	$2,903,403	$12,113,577	$41,390,112
Total Current Liabilities	**$2,949,720**	**$12,416,045**	**$42,300,503**
Long-Term Debt	$0	$0	$0
Total Liabilities	**$2,949,720**	**$12,416,045**	**$42,300,503**
Paid-In Capital	$50,000	$50,000	$50,000
Retained Earnings	$0	$231,206	$6,635,354
Earnings	$231,206	$6,404,148	$28,339,864
Total Owner's Equity	**$281,206**	**$6,685,354**	**$35,025,218**
Total Liabilities & Equity	**$3,230,926**	**$19,101,399**	**$77,325,721**

Cash Flow Statement

Cash Flow by Month (Year 1)

FY2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Operations												
Net Profit	($10,509)	($9,773)	($8,546)	($42,282)	($34,920)	($22,650)	($21,766)	$7,684	$44,497	$87,578	$93,634	$148,259
Depreciation and Amortization	$0	$0	$0	$416	$416	$416	$416	$416	$416	$418	$418	$418
Change in Accounts Receivable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Inventory	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Accounts Payable	$11,008	$13	$21	$11,441	$125	$209	$12,833	$500	$625	$6,833	$1,042	$1,667
Change in Sales Taxes Payable	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Prepaid Revenue	$5,491	$7,737	$12,479	$24,958	$77,371	$124,792	$194,675	$284,525	$336,937	$436,771	$524,125	$873,542
Net Cash Flow from Operations	**$5,990**	**($2,023)**	**$3,954**	**($5,467)**	**$42,992**	**$102,767**	**$186,158**	**$293,125**	**$382,475**	**$531,600**	**$619,219**	**$1,023,886**
Investing & Financing												
Assets Purchased or Sold	$0	$0	$0	($25,000)	$0	$0	$0	$0	$0	$0	$0	$0
Investments Received	$50,000	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Short-Term Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Change in Long-Term Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Net Cash Flow from Investing & Financing	**$50,000**	**$0**	**$0**	**($25,000)**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**
Cash at Beginning of Period	$0	$55,990	$53,967	$57,921	$27,454	$70,446	$173,213	$359,371	$652,496	$1,034,971	$1,566,571	$2,185,790
Net Change in Cash	$55,990	($2,023)	$3,954	($30,467)	$42,992	$102,767	$186,158	$293,125	$382,475	$531,600	$619,219	$1,023,886
Cash at End of Period	**$55,990**	**$53,967**	**$57,921**	**$27,454**	**$70,446**	**$173,213**	**$359,371**	**$652,496**	**$1,034,971**	**$1,566,571**	**$2,185,790**	**$3,209,676**

Cash Flow by Year

	FY2016	FY2017	FY2018
Operations			
Net Profit	$231,206	$6,404,148	$28,339,864
Depreciation and Amortization	$3,750	$33,000	$89,000
Change in Accounts Receivable	$0	$0	$0
Change in Inventory	$0	$0	$0
Change in Accounts Payable	$46,317	$256,151	$607,923
Change in Sales Taxes Payable	$0	$0	$0
Change in Prepaid Revenue	$2,903,403	$9,210,174	$29,276,535
Net Cash Flow from Operations	**$3,184,676**	**$15,903,473**	**$58,313,322**
Investing & Financing			
Assets Purchased or Sold	($25,000)	($140,000)	($280,000)
Investments Received	$50,000	$0	$0
Change in Short-Term Debt	$0	$0	$0
Change in Long-Term Debt	$0	$0	$0
Net Cash Flow from Investing & Financing	**$25,000**	**($140,000)**	**($280,000)**
Cash at Beginning of Period	$0	$3,209,676	$18,973,149
Net Change in Cash	$3,209,676	$15,763,473	$58,033,322
Cash at End of Period	**$3,209,676**	**$18,973,149**	**$77,006,471**

Cash Flow by Year
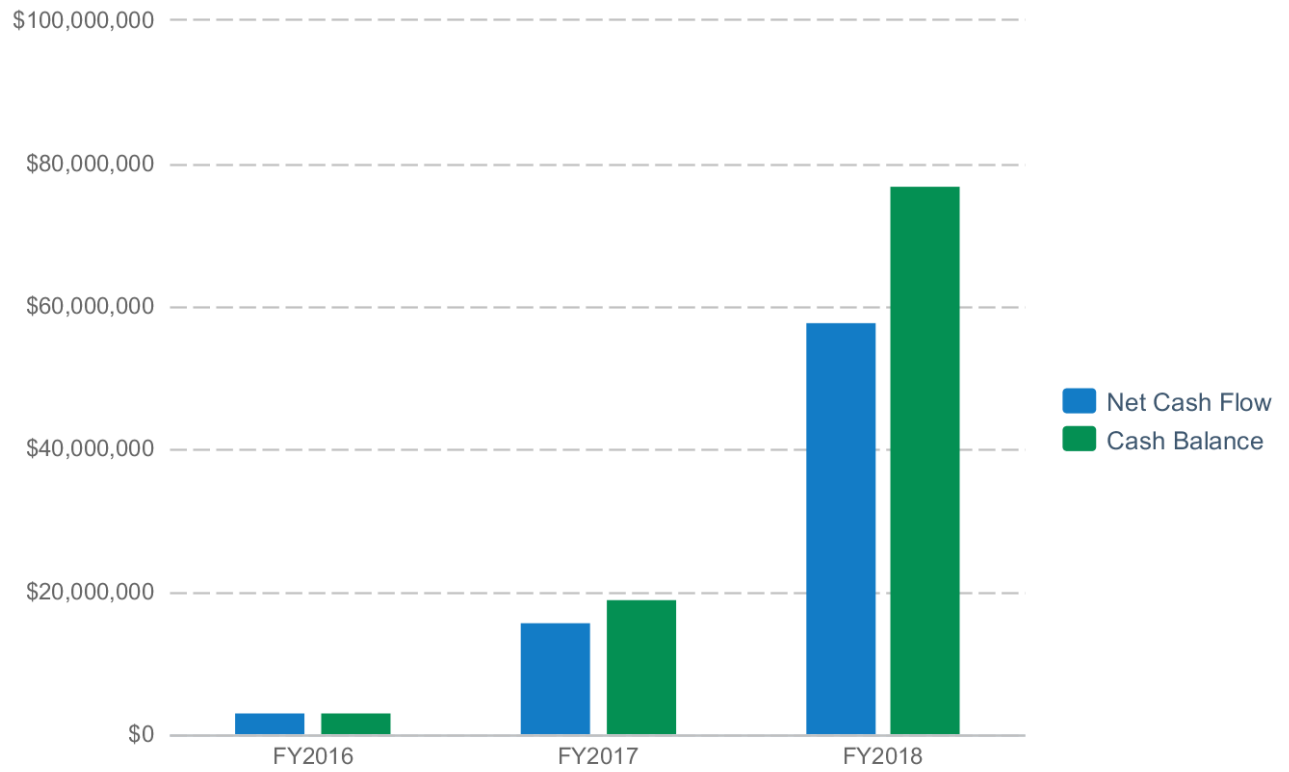
Works Cited

1.   **BLS December 31, 2013 Civilian Labor Force: 154,937,000.**
        http://www.bls.gov/news.release/archives/empsit_01102014.htm

2.   **New Graduate Job Seekers**   **1.6 Million [3]**
        Unemployed Job Seekers   **2.4 Million [4]**
        Employed Job Seekers   **10 Million [5]**
        Professional Networkers   **41 Million [6]**
                                               55 Million

3.   **NACE 2014 New Graduates with Bachelor's Degree: 1,600,000**
        http://www.naceweb.org/press/faq.aspx

4.   **BLS December 31, 2013 Bachelor's Degree or Higher: 49,759,000**
        http://www.bls.gov/news.release/archives/empsit_01102014.htm
        BLS December 31, 2013 Bachelor's Degree or Higher Unemployed: 3.3%
        http://www.bls.gov/news.release/archives/empsit_01102014.htm
        BLS December 31, 2013 Average Length of Unemployment: 35.7 Weeks
        http://www.bls.gov/news.release/archives/empsit_01102014.htm
        Multiplier [52 weeks / 35.7 weeks] = 1.46
        [(49,759,000 * .033) * 1.46] = 2,397,389

5.   **BLS December 31, 2013 Bachelor's Degree or Higher: 49,759,000**
        http://www.bls.gov/news.release/archives/empsit_01102014.htm
        (Conservative Percentage of Labor Force Looking for New Job: 20 %*)
                Manpower Survey: 84%
                http://www.right.com/news-and-events/press-releases/2011-press-releases/item22035.aspx
                FPC Survey: 79%
                http://www.prweb.com/releases/2012/1/prweb9092726.htm
                Salary.com Survey: 56%
                http://www.smartmoney.com/plan/careers/10-things-your-employees-wont-say-1331935501368/#articleTabs
                Kelly Services Inc.: 62%
                http://ir.kellyservices.com/releasedetail.cfm?ReleaseID=664944
                Aflac Workforce Report: 49%
                http://www.aflac.com/us/en/docs/workforce/viewpoint_whyworkersleave.pdf
                *CONSERVATIVE ESTIMATION: 20%
        [49,759,000 * .20] = 9,951,800

6.   **LinkedIn 2013 American Users: 74,000,000**
        http://blog.linkedin.com/2013/01/09/linkedin-200-million/
        LinkedIn 2013 Percentage of LinkedIn Users with Bachelor's Degree: 74%
        http://www.customerinsightgroup.com/linkedin-infograph

        (Less Job Seekers 14 Million)
                Employed Job Seekers   **10 Million [4]**
                Unemployed Job Seekers   **2.4 Million [5]**
                New Graduate Job Seekers   **1.6 Million [6]**
                                                       14 Million

        [(74,000,000 * .74) – 14 Million] = 40,760,000