

Demo Company

Financial Report

November 8, 2017

Prepared By:



Disclaimer

This Financial Report is limited in its scope and is not a certified, complete or audited appraisal of your business. The Financial Report is designed to give an overview, estimate or guidance as to the current financial reality of your business.

This report is not a formal or binding determination of value and may not conform to all IRS and GAAP requirements. This document is guided by recognized standards of financial forecasting and analysis.

The financial forecasting assumptions used in this document reflects past company history, as well as future economic data assumptions. The future economic assumptions reflect specific industry and country data as relevant and are subject to change.

This Financial Report should be used in its entirety as it was intended. It is assumed that the consumer/reader of this document has a basic understanding of the industry, terminology, and operations of this particular business as well as a moderate financial acumen. Bookvalu does not claim to have the same familiarity or day-to-day knowledge with the client's business as the client does.

Please be aware that financial forecasts are estimates based on historical and future assumptions that may or may not materialize.

In compiling this document, Bookvalu made every effort to use appropriate assumptions based on the information provided by the client. No guarantee or warranty of accuracy is made or implied.

This Financial Report is for informational purposes and is neither an offer to sell nor the solicitation of an offer to buy any security or instrument.

Further information regarding this document, as well as Bookvalu, can be found by visiting our website at <https://bookvalu.com>. A full Terms and Conditions document can be found on the website.

Contents

1. Company Details
2. Company Analysis
3. Financial Dashboard
 - a. Revenue Metrics
 - b. Cash Metrics
 - c. Trailing 12-Months Revenue
 - d. Trailing 12-Months Expense Breakdown
 - e. Financial Forecast
4. Financial Statements
 - a. Income Statement
 - b. Expense Statement
 - c. Balance Sheet
 - d. Cash Flow Statement
5. Ratio Analysis
 - a. Liquidity Ratios
 - b. Leverage Ratios
 - c. Profitability Ratios
 - d. Dupont Equation
6. Valuation Dashboard

Company Details

Demo Company

Address:

1601 Elm Street
Dallas, Texas, 75204



Industry:
Business & Consumer Services

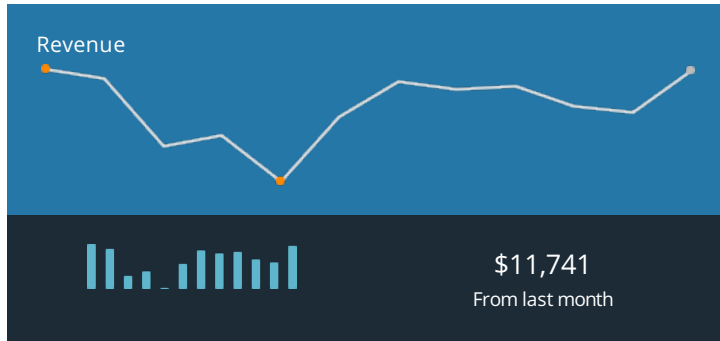
Life Stage Cycle:
Established

Number of Employees:
10

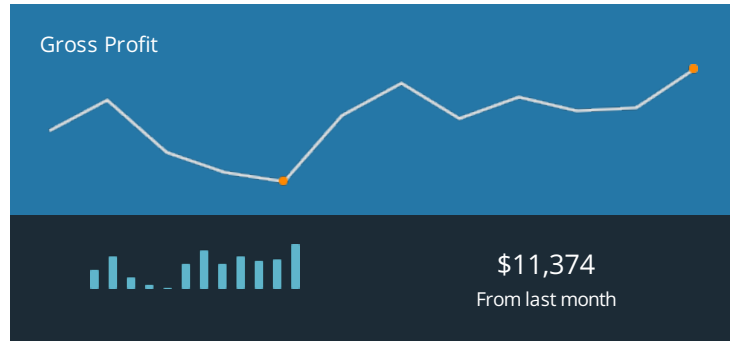
Year Founded:
2012

Financial Dashboard

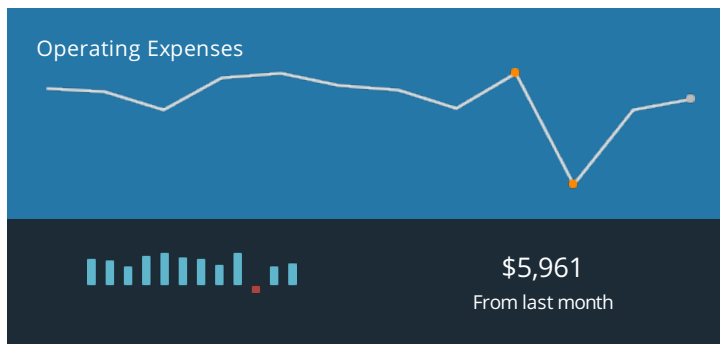
Revenue Metrics



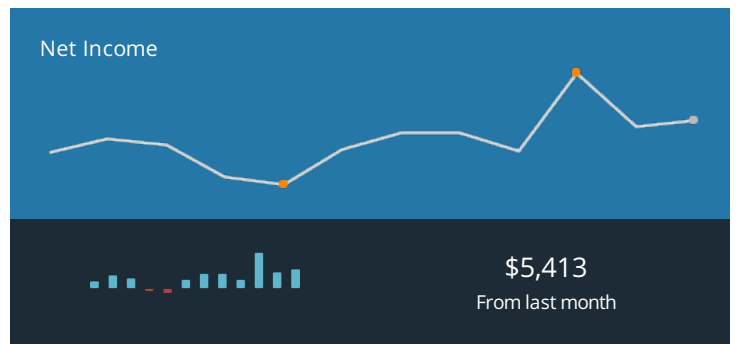
\$790,152	
September - 2017 \$64,017	October - 2017 \$75,759



\$722,316	
September - 2017 \$64,017	October - 2017 \$75,391

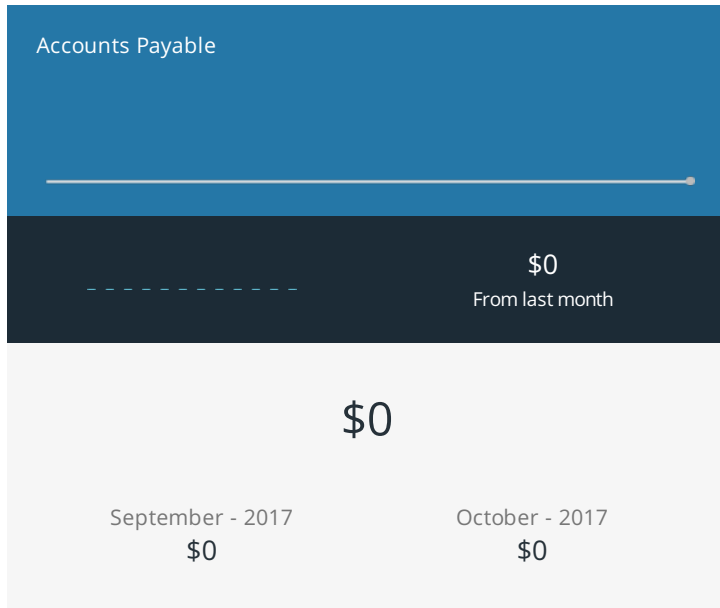
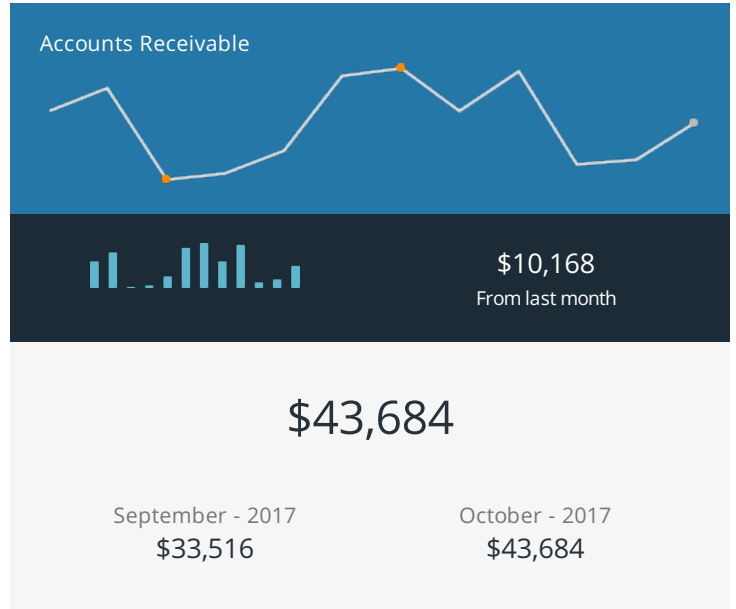
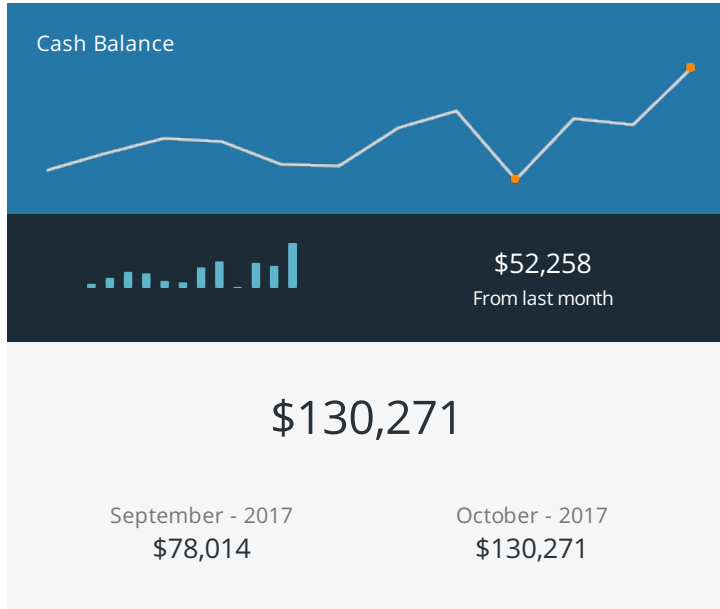


\$430,281	
September - 2017 \$29,720	October - 2017 \$35,682

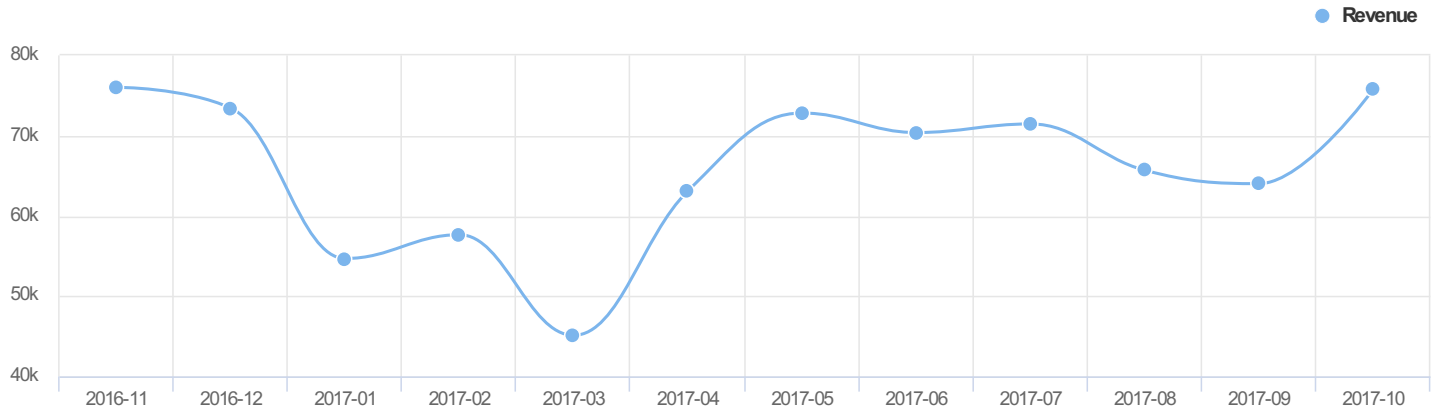


\$292,035	
September - 2017 \$34,297	October - 2017 \$39,710

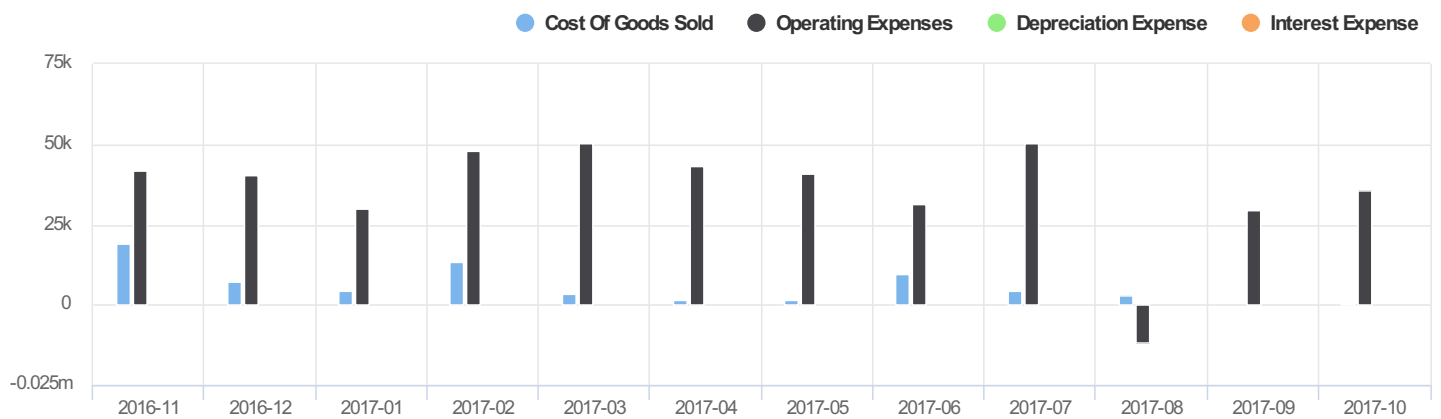
Cash Metrics



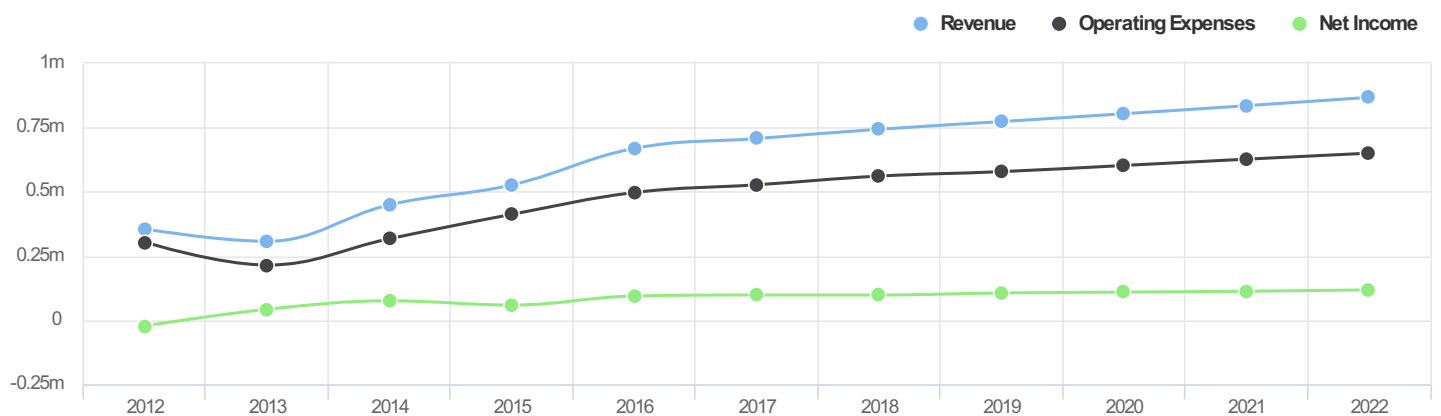
Monthly Revenue



Expense Breakdown



Financial Forecast



Financial Statements

Income Statement

 Previous Current Forecast

Accounts	2014	2015	2016	2017	2018	2019	2020	2021	2022
Revenue	\$449,440.42	\$527,299.54	\$669,014.76	\$707,161.72	\$743,374.63	\$773,355.99	\$803,901.24	\$835,182.18	\$867,621.01
Discounts/Refunds	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Cost Of Goods Sold	\$56,860.23	\$56,006.19	\$77,906.31	\$81,972.83	\$84,310.85	\$89,097.07	\$92,316.03	\$95,632.54	\$99,637.99
Gross Profit	\$392,580.19	\$471,293.35	\$591,108.45	\$625,188.89	\$659,063.78	\$684,258.92	\$711,585.21	\$739,549.64	\$767,983.02
Operating Expenses	\$317,471.26	\$412,367.14	\$497,037.85	\$527,174.51	\$561,035.04	\$578,405.77	\$602,454.57	\$626,898.23	\$650,150.76
Depreciation Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Operating Income	\$75,108.93	\$58,926.21	\$94,070.60	\$98,014.38	\$98,028.74	\$105,853.15	\$109,130.64	\$112,651.41	\$117,832.26
Interest Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Interest Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dividend Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Pre Tax Income	\$75,108.93	\$58,926.21	\$94,070.60	\$98,014.38	\$98,028.74	\$105,853.15	\$109,130.64	\$112,651.41	\$117,832.26
Income Tax Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Income	\$75,108.93	\$58,926.21	\$94,070.60	\$98,014.38	\$98,028.74	\$105,853.15	\$109,130.64	\$112,651.41	\$117,832.26

Expense Statement

 Previous Current Forecast

Accounts	2014	2015	2016	2017	2018	2019	2020	2021	2022
Marketing	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Auto	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Bad Debt Expense	\$2,043.44	\$0.00	\$234.27	\$978.71	\$473.71	\$615.42	\$747.49	\$660.99	\$727.88
Bank Charges	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Charitable Contributions	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Labor Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dues & Subscriptions	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Meals & Entertainment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Equipment Rental Expense	\$3,000.00	\$0.00	\$0.00	\$1,289.07	\$503.43	\$654.03	\$884.38	\$734.85	\$817.57
Tax Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Insurance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Legal & Professional Fees	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Office, General & Administrative	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Misc. Expense	\$175,482.74	\$209,623.24	\$249,398.72	\$272,639.31	\$285,739.57	\$294,732.05	\$308,385.85	\$319,894.74	\$331,956.59
Salaries	\$136,945.08	\$202,743.90	\$247,404.86	\$252,267.42	\$274,318.33	\$282,404.27	\$292,436.85	\$305,607.65	\$316,648.72
Rent Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Repairs & Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Shipping Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Supplies & Materials Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Utilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$317,471.26	\$412,367.14	\$497,037.85	\$527,174.51	\$561,035.04	\$578,405.77	\$602,454.57	\$626,898.23	\$650,150.76

Balance Sheet

 Previous
 Current
 Forecast

Accounts	2014	2015	2016	2017	2018	2019	2020	2021	2022
Cash & Cash Equivalents	\$72,730.96	\$43,718.42	\$49,469.41	\$147,339.45	\$243,797.98	\$345,632.81	\$453,239.80	\$563,598.44	\$678,656.66
Short Term Investments	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Prepaid Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Accounts Receivable	\$37,053.40	\$34,197.91	\$53,429.61	\$53,573.95	\$55,144.16	\$59,162.48	\$60,686.13	\$62,978.90	\$65,752.94
Inventory	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Current Assets	\$1,672.65	\$902.21	\$1,407.76	\$1,407.76	\$1,407.76	\$1,407.76	\$1,407.76	\$1,407.76	\$1,407.76
Total Current Assets	\$111,457.01	\$78,818.54	\$104,306.78	\$202,321.16	\$300,349.90	\$406,203.05	\$515,333.69	\$627,985.10	\$745,817.36
Furniture & Fixtures	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Intangible Assets	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Less: Accumulated Amortization	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Property, Plant & Equipment	\$209,120.69	\$169,237.69	\$173,774.43	\$173,774.43	\$173,774.43	\$173,774.43	\$173,774.43	\$173,774.43	\$173,774.43
Less: Accumulated Depreciation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicles	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Assets	-\$10,842.49	\$6,551.36	\$12,182.36	\$12,182.36	\$12,182.36	\$12,182.36	\$12,182.36	\$12,182.36	\$12,182.36
Goodwill	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Long Term Assets	\$198,278.20	\$175,789.05	\$185,956.79	\$185,956.79	\$185,956.79	\$185,956.79	\$185,956.79	\$185,956.79	\$185,956.79
Total Assets	\$309,735.21	\$254,607.59	\$290,263.57	\$388,277.95	\$486,306.69	\$592,159.84	\$701,290.48	\$813,941.89	\$931,774.15
Short Term Debt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Accounts Payable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Credit Cards	\$1,966.49	\$857.59	-\$663.67	-\$663.67	-\$663.67	-\$663.67	-\$663.67	-\$663.67	-\$663.67
Accrued Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Taxes Payable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Current Liabilities	\$26,172.90	-\$2,433.18	\$20,711.20	\$20,711.20	\$20,711.20	\$20,711.20	\$20,711.20	\$20,711.20	\$20,711.20
Total Current Liabilities	\$28,139.39	-\$1,575.59	\$20,047.53	\$20,047.53	\$20,047.53	\$20,047.53	\$20,047.53	\$20,047.53	\$20,047.53
Due to Shareholder	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Long Term Debt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Long Term Liabilities	\$192,099.05	\$146,343.20	\$131,305.46	\$131,305.46	\$131,305.46	\$131,305.46	\$131,305.46	\$131,305.46	\$131,305.46
Total Long Term Liabilities	\$192,099.05	\$146,343.20	\$131,305.46	\$131,305.46	\$131,305.46	\$131,305.46	\$131,305.46	\$131,305.46	\$131,305.46
Total Liabilities	\$220,238.44	\$144,767.61	\$151,352.99	\$151,352.99	\$151,352.99	\$151,352.99	\$151,352.99	\$151,352.99	\$151,352.99
Opening Balance Equity	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Contributed Capital	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Owners Equity	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Dividends/Distributions	\$0.00	-\$40,000.00	-\$65,000.00	-\$65,000.00	-\$65,000.00	-\$65,000.00	-\$65,000.00	-\$65,000.00	-\$65,000.00
Common Stock	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Treasury Stock	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Preferred Stock	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Retained Earnings	\$26,499.82	\$90,465.12	\$146,742.87	\$203,810.58	\$301,824.96	\$399,853.70	\$505,706.85	\$614,837.49	\$727,488.90
Net Income	\$62,896.95	\$59,274.86	\$57,067.71	\$98,014.38	\$98,028.74	\$105,853.15	\$109,130.64	\$112,651.41	\$117,832.26
Total Equity	\$89,496.77	\$109,839.98	\$138,910.58	\$236,924.96	\$334,953.70	\$440,806.85	\$549,937.49	\$662,588.90	\$780,421.16
Total Liabilities & Equity	\$309,735.21	\$254,607.59	\$290,263.57	\$388,277.95	\$486,306.69	\$592,159.84	\$701,290.48	\$813,941.89	\$931,774.15

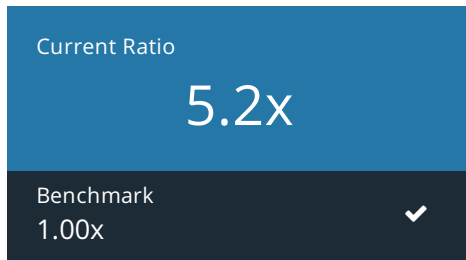
Cash Flow Statement

 Previous
 Current
 Forecast

Accounts	2014	2015	2016	2017	2018	2019	2020	2021	2022
Net Income	\$62,896.95	\$59,274.86	\$57,067.71	\$98,014.38	\$98,028.74	\$105,853.15	\$109,130.64	\$112,651.41	\$117,832.26
Change in Accumulated Amortization	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Accumulated Depreciation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Prepaid Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Accounts Receivable	-\$11,236.93	\$2,855.49	-\$19,231.70	-\$144.34	-\$1,570.21	-\$4,018.32	-\$1,523.65	-\$2,292.77	-\$2,774.04
Change in Inventory	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Other Current Assets	-\$2,092.37	\$770.44	-\$505.55	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Accounts Payable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Accrued Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Deferred Revenue	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Taxes Payable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Deferred Tax Liabilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Other Current Liabilities	\$31,808.45	-\$28,606.08	\$23,144.38	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Cash Flow from Operations	\$81,376.10	\$34,294.71	\$60,474.84	\$97,870.04	\$96,458.53	\$101,834.83	\$107,606.99	\$110,358.64	\$115,058.22
CAPEX	-\$2,011.65	\$39,883.00	-\$4,536.74	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Purchase (Sale) of Intangible Assets	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Purchase (Sale) of Other Assets	\$531.00	-\$17,393.85	-\$5,631.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Purchase (Sale) of Short-Term Investments	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Purchase (Sale) of Long-Term Investments	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Cash Flow from Investing	-\$1,480.65	\$22,489.15	-\$10,167.74	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dividends Paid	-\$41,756.12	-\$51,143.63	-\$27,648.46	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Credit Cards	\$343.25	-\$1,108.90	-\$1,521.26	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Short-Term Debt Raised (Paid)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Long Term Debt Raised (Paid)	\$7,114.19	-\$45,755.85	-\$15,037.74	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Issue/Purchase Shares	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Cash Flow from Financing	-\$34,298.68	-\$98,008.38	-\$44,207.46	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Change in Cash	\$45,596.77	-\$41,224.52	\$6,099.64	\$97,870.04	\$96,458.53	\$101,834.83	\$107,606.99	\$110,358.64	\$115,058.22
Ending Cash	\$72,730.96	\$43,718.42	\$49,469.41	\$147,339.45	\$243,797.98	\$345,632.81	\$453,239.80	\$563,598.44	\$678,656.66

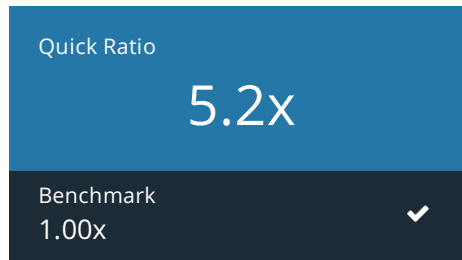
Ratio Analysis

Liquidity Ratios



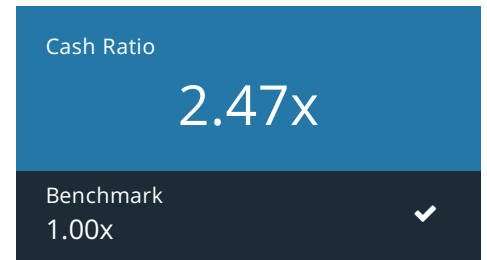
The Current Ratio measures your company's ability to meet its financial obligations. The ratio measures your Current Assets compared to your Current Liabilities.

Your company's **Current Ratio** at **5.20x** is **above** the Benchmark of **1.00x** which likely means you are liquid in the short-term.



The Quick Ratio is similar to the Current Ratio and has several of the same inputs. The difference is that the Quick Ratio excludes Inventory. This exclusion makes the Quick Ratio a more conservative measure of your company's short-term liquidity.

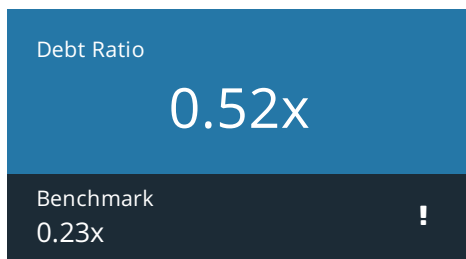
Your company's **Quick Ratio** at **5.20x** is **above** the Benchmark of **1.00x** which likely means you are liquid in the short-term.



The Cash Ratio is the most conservative measure of your company's liquidity. The Cash Ratio simply takes the Cash balance from your balance sheet and divides it into your Current Liabilities.

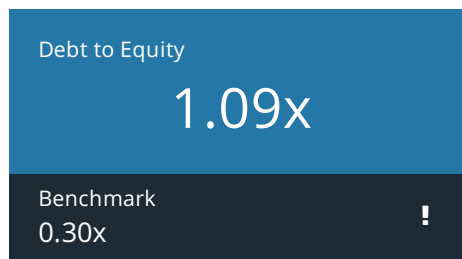
Your company's **Cash Ratio** at **2.47x** is **above** the Benchmark of **1.00x** which may mean that your cash balance is likely able cover your short-term expenses.

Leverage Ratios



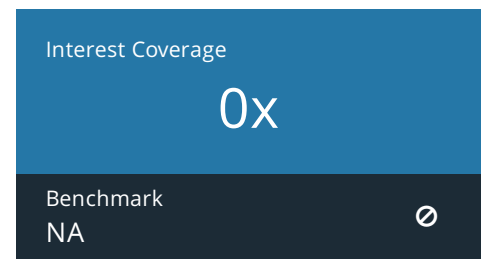
The Debt Ratio measures your company's total debt burden in relation to the Assets of the business. Judging whether this ratio is performing well is highly dependent the industry your business operates.

Your company's **Debt Ratio** at **0.52x** is **above** the Benchmark of **0.23x** which may be a concern.



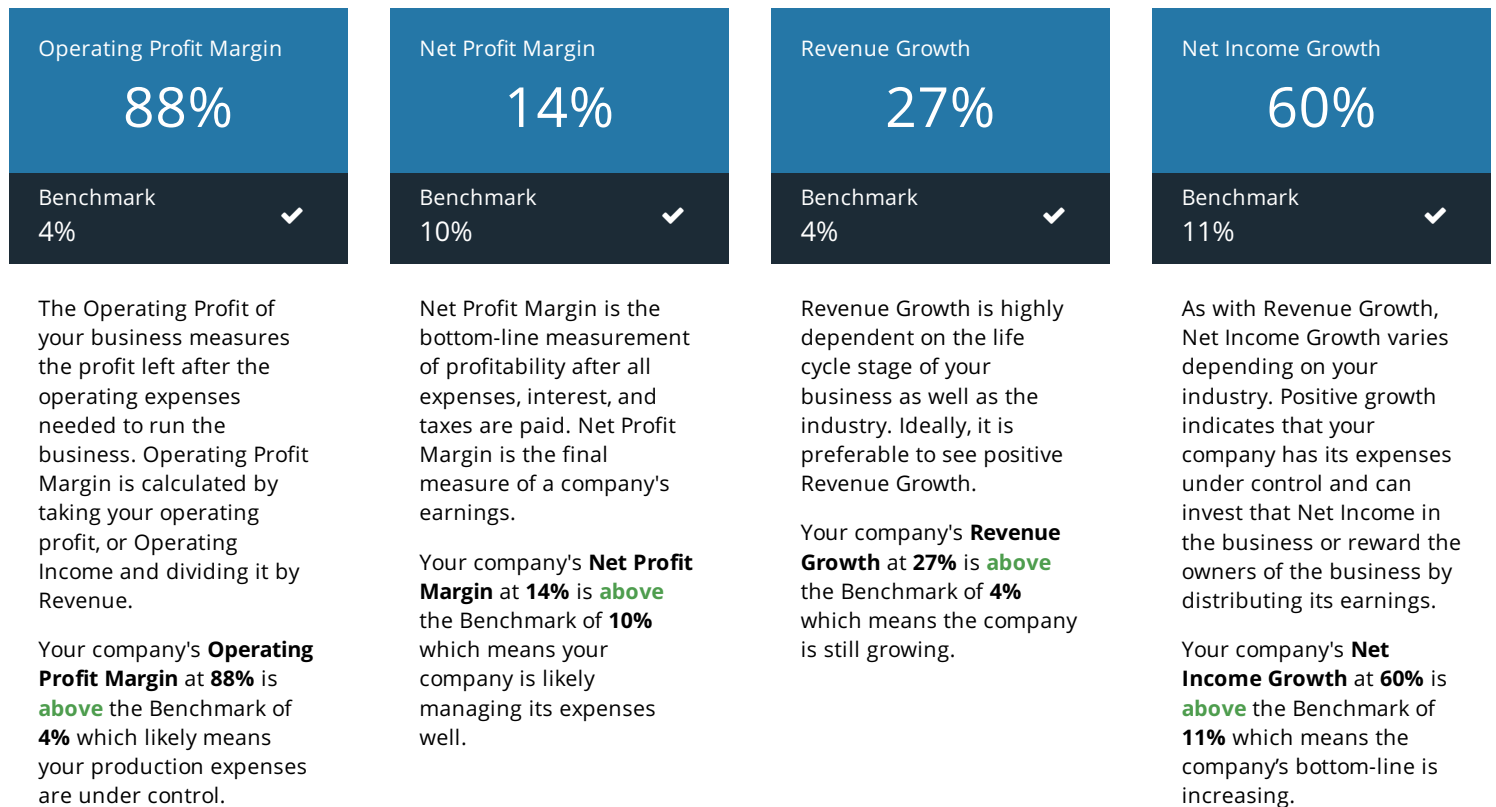
In general, taking on Debt is cheaper than issuing Equity. This ratio measures the relationship between the debt of your business and its Equity.

Your company's **Debt to Equity** at **1.09x** is **above** the Benchmark of **0.30x** which may be a concern.

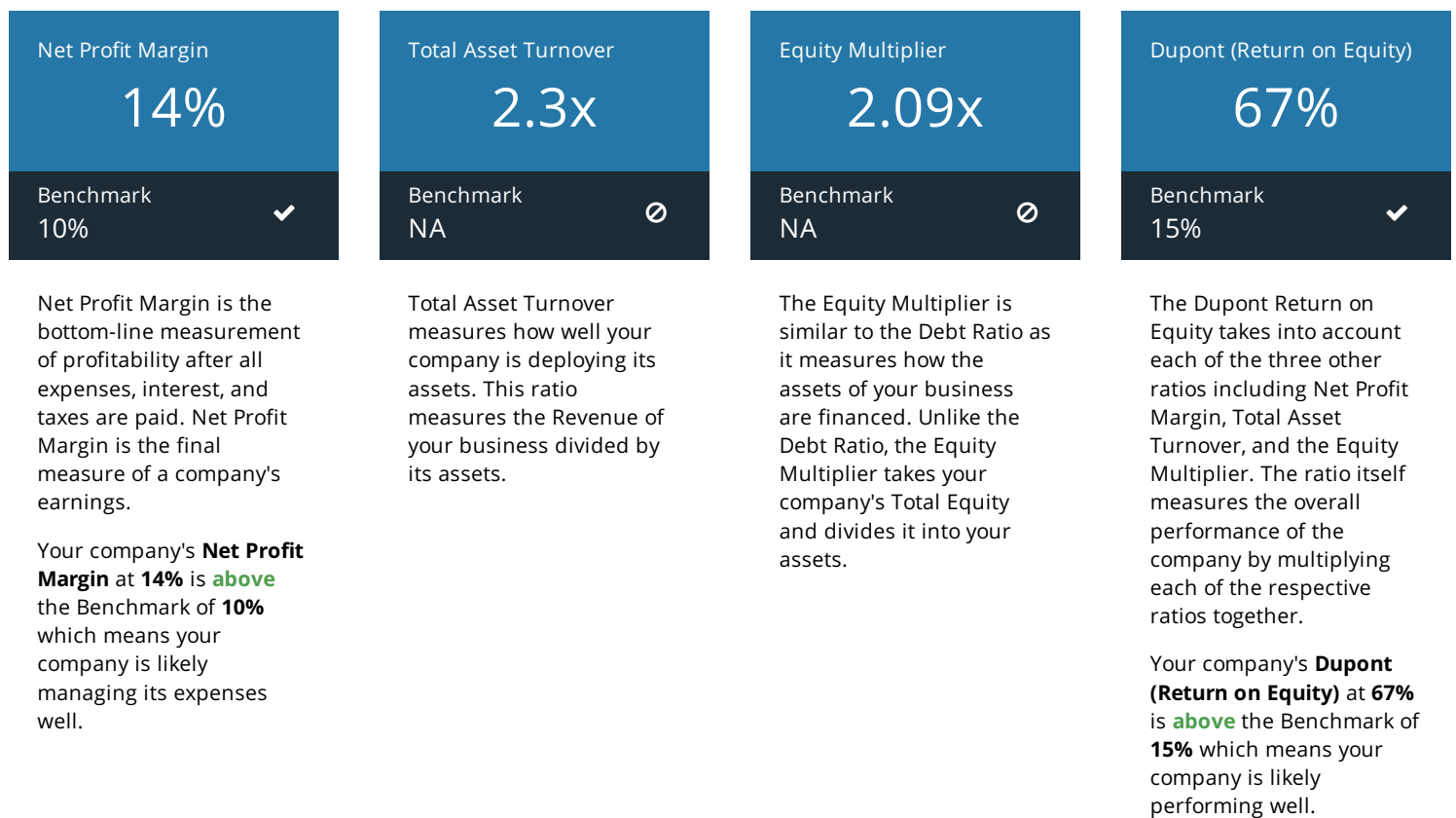


Being able to cover the interest owed on your debt is imperative in sustaining a viable business into the future. The Interest Coverage ratio measures your Operating Profit or EBIT, to the interest expense you pay on your debt.

Profitability Ratios



Dupont Equation



Valuation Dashboard

Minimum Valuation

\$477,879

Previous Year
\$299,345 ↑

Midpoint Valuation

\$716,818

Previous Year
\$449,018 ↑

Maximum Valuation

\$955,757

Previous Year
\$598,690 ↑

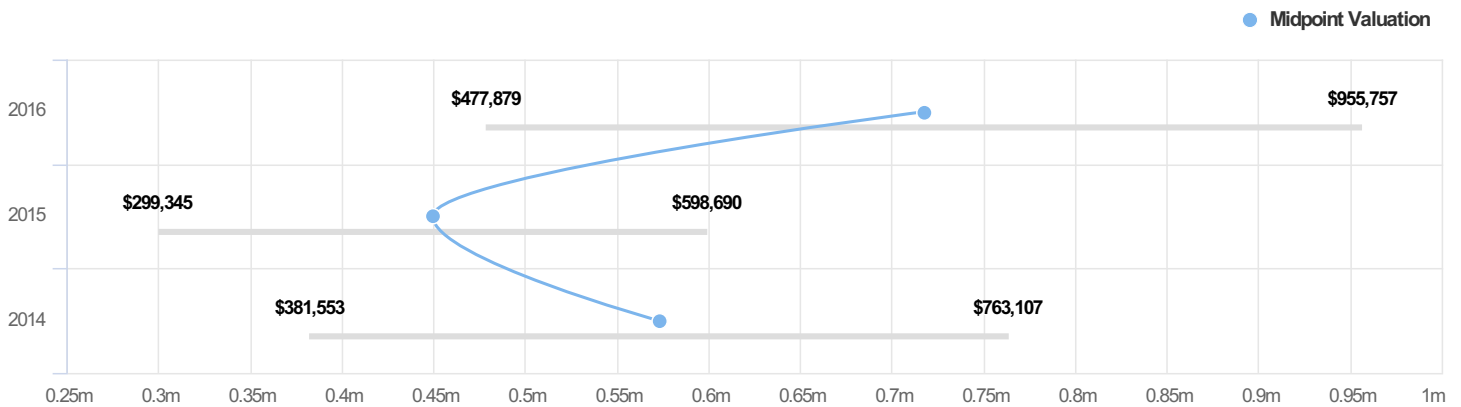
Your estimated **Minimum** EBITDA Multiple Valuation for 2016 of **\$477,879** is **\$178,534 higher** than your 2015 value of \$299,345.

Your estimated **Midpoint** EBITDA Multiple Valuation for 2016 of **\$716,818** is **\$267,800 higher** than your 2015 value of \$449,018.

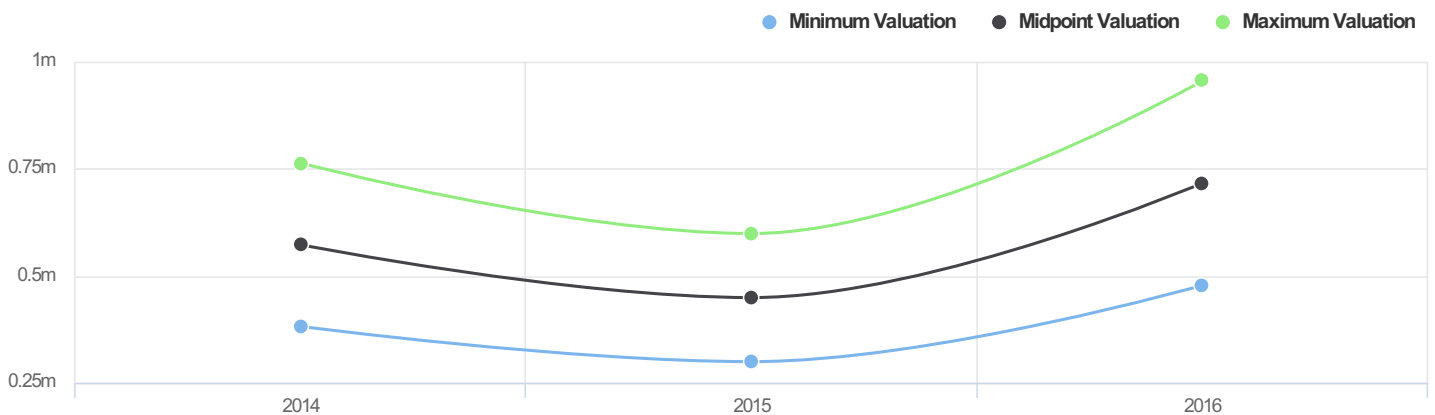
Your estimated **Maximum** EBITDA Multiple Valuation for 2016 of **\$955,757** is **\$357,067 higher** than your 2015 value of \$598,690.

Your EBITDA Valuation has **increased 59.64%** from the prior year.

Valuation Range



Valuation Trend



About Bookvalu

Bookvalu facilitates Small Business financial insight and simplifies the complexity of finance while providing intuitive and actionable financial visibility.



bookvalu.com