Recommended Holloway 2014 Cashflow and Income Proforma Statements Guidelines

**Document 1: Month by Month Investment and Cashflow Statement until Cashflow Positive**

**Investment Needs**

Expenses before first sale
- Plant
- Equipment
- Product Development
- Other

**Cashflow from operations**

Units Sold per revenue stream

Sales (dollars) per revenue stream

Variable expenses (Major line items identified)
- *Key components, subassemblies, parts*
- *Manufacturing*
- *Other*

Fixed expenses (Major line items identified)
- *Rent Lease*
- *Office expense*
- *Salaries*
- *Other*

Ending monthly cashflow (not including funding)

Ending accumulated cashflow (not including funding)

**ASSUMPTIONS FOR ALL MAJOR LINE ITEMS**
Document 2: Five Year Simple Proforma Income Statement

Units Sold per revenue stream

Sales (Dollars) per revenue stream

Variable expenses (Major line items identified)
  Key components, subassemblies, parts
  Manufacturing
  Other

Cost of Goods Sold (% of Sales)

Fixed expenses (Major line items identified)
  Rent Lease
  Office expense
  Salaries
  Other

Net Income Before Everything (yearly)

ASSUMPTIONS FOR ALL MAJOR LINE ITEMS