

Assumptions

Networking Meetings/week	5		
Attendees/meeting	15		
Cost/meeting	\$15		
Close Rate on Networking Contacts	Exposure 1	Exposure 2	Exposure 3
	10%	15%	25%

Subscription	Mix	Cost
Monthly	25%	\$19.95
Annual	75%	\$119.95
Commission Rate		
Initial	50%	
Residual	25%	

Referrals/subscriber	75
% of Subscribers giving referrals	50%
Response Rate	2.00%

Networking Meetings	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16
Meetings	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Attendees	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
New Subscribers	8	19	38	38	38	38	38	38	38	38	38	38	38	38	38	38
New Monthly Subscribers	2	5	9	9	9	9	9	9	9	9	9	9	9	9	9	9
New Annual Subscribers	6	14	28	28	28	28	28	28	28	28	28	28	28	28	28	28

Referrals	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16
Referrals Received		281	703	1617	1934	2619	2856	3371	3549	3934	4068	4357	4457	4674	4749	4912
New Subscribers		6	14	32	39	52	57	67	71	79	81	87	89	93	95	95
New Monthly Subscribers		1	4	8	10	13	14	17	18	20	20	22	22	23	24	24
New Annual Subscribers		4	11	24	29	39	43	51	53	59	61	65	67	70	71	71

Result Summary	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16
New Subscribers	8	19	43	52	70	76	90	95	105	108	116	119	125	127	131	132
New Monthly Subscribers	2	5	11	13	17	19	22	24	26	27	29	30	31	32	33	33
New Annual Subscribers	6	14	32	39	52	57	67	71	79	81	87	89	93	95	98	99
Cumulative Subscribers	8	26	69	121	191	267	357	451	556	665	781	900	1025	1151	1282	1415
Monthly Subscribers	2	7	17	30	48	67	89	113	139	166	195	225	256	288	321	354
Annual Subscribers	6	20	52	91	143	200	268	339	417	499	586	675	768	863	962	1061

P&L	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16
Initial Monthly Subscriber Commissions					\$19	\$47	\$108	\$129	\$174	\$190	\$224	\$236	\$262	\$271	\$290	\$296
Residual Monthly Subscriber Commissions									\$9	\$33	\$87	\$151	\$238	\$333	\$445	\$563
Initial Annual Subscriber Commissions					\$337	\$843	\$1,940	\$2,319	\$3,142	\$3,426	\$4,043	\$4,257	\$4,719	\$4,879	\$5,226	\$5,346
Residual Annual Subscriber Commissions																
Total Commissions					\$356	\$890	\$2,047	\$2,448	\$3,325	\$3,649	\$4,354	\$4,643	\$5,219	\$5,483	\$5,961	\$6,206
Networking Meeting Expenses	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Net Weekly Profit	-\$75	-\$75	-\$75	-\$75	\$281	\$815	\$1,972	\$2,373	\$3,250	\$3,574	\$4,279	\$4,568	\$5,144	\$5,408	\$5,886	\$6,131
Cumulative Profit	-\$75	-\$150	-\$225	-\$300	-\$19	\$796	\$2,769	\$5,142	\$8,392	\$11,966	\$16,244	\$20,813	\$25,956	\$31,364	\$37,250	\$43,380