

Hacker Noon

Profit and Loss

January - December 2023

	TOTAL
Income	
Brand Dashboard	78,114.71
Discounts/Refunds Given	40,157.51
Sales	11,000.00
Brand-as-author	153,467.32
Emails Sale	122,700.00
Interest payment	0.53
Managed Account	24,995.00
Parent Category	29,713.00
Ad by Tag	199,975.00
Total Parent Category	229,688.00
Referral	2,054.20
Startups of the Year	28,999.00
Tech Company News Page	500.00
Top Navigation	72,885.31
Job Board	73,506.19
Total Top Navigation	146,391.50
Writing Competition	170,575.00
Total Sales	890,370.55
Total Income	\$1,008,642.77
Cost of Goods Sold	
Cost of Managed Accounts	2,296.00
Cost of Podcast	242.00
Paid Ad & Social Media	428.33
Writing Competition Payouts	43,875.00
Total Cost of Goods Sold	\$46,841.33
GROSS PROFIT	\$961,801.44
Expenses	
Coworking	4,970.69
Editorial Team	1,726.09
blogging fellows	1,395.82
Editorial Payroll	138,853.31
Related Editorial	15,111.61
SEO	11,280.52
Total Editorial Team	168,367.35
Insurance	1,103.83
Legal & Accounting	113,377.83
Management	153,503.44
Internet	3,565.65
Meals	7,949.17
Total Management	165,018.26

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Marketing Team	
Advertising & Marketing Cost	37,658.95
Creatives	1,439.10
Domains	1,299.73
Hackernoon documentary	7,858.48
Outsourced Marketing	0.00
Press Release	2,891.40
Recruitment	432.92
shop	2,011.78
startups	1,000.00
Total Advertising & Marketing Cost	54,592.36
Marketing Payroll	84,179.00
Total Marketing Team	138,771.36
Other Business Expenses	2,411.01
Bank Charges & Fees	170.00
Interns	9,450.00
Total Other Business Expenses	12,031.01
Payroll Expenses	1,053.23
Product Team	
Product Payroll	262,492.08
Tech Stack	388,627.87
Cost of Emails	15,823.40
Total Tech Stack	404,451.27
Total Product Team	666,943.35
QuickBooks Payments Fees	796.51
Sales Team	3,482.26
Sales Payroll	191,613.68
Total Sales Team	195,095.94
Team Tools & Benefits	395.36
Employee Tech Reimbursement	31.79
Mental Health	1,441.35
Team Course + Education	220.00
Team Productivity Tools	14,518.85
Travel	2,676.58
Coworking	366.13
Lodging	1,724.72
Transportation	1,627.49
Travel meals	253.22
Total Travel	6,648.14

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	TOTAL
US Benefits	4,703.55
Total Team Tools & Benefits	27,959.04
US Gov/ Payroll tax	104,164.19
Total Expenses	\$1,599,652.59
NET OPERATING INCOME	\$ -637,851.15
NET INCOME	\$ -637,851.15