

Rad Intelligence

PROFIT AND LOSS

January - December 2018

	TOTAL
Income	
Sales	274,400.00
Total Income	\$274,400.00
Cost of Goods Sold	
Cost of Goods Sold	
Cost of labor - COS	1,088.75
Amazon Services Consulting	12,400.00
Creative Design	45,799.46
Facebook Consulting	9,250.00
Miscellaneous	1,920.20
Project Management	61,432.00
Video Production	32,500.00
Web/Front End Development	41,729.00
Total Cost of labor - COS	206,119.41
Equipment Rental - COS	
Audio & Video Equipment Rental	250.00
Total Equipment Rental - COS	250.00
Media	
Google Adwords	322.34
Influencer Expense	6,500.00
Total Media	6,822.34
Software & SaaS Tools	13,363.69
Total Cost of Goods Sold	226,555.44
Total Cost of Goods Sold	\$226,555.44
GROSS PROFIT	\$47,844.56
Expenses	
Advertising & Marketing	179.33
Client gifts	526.46
Promo Items	658.31
Total Advertising & Marketing	1,364.10
Bank Charges & Fees	1,729.22
Billable Expenses	-265.05
Depreciation Expense	8,170.00
Legal & Professional Services	6,962.65
Accounting Services	750.00
Total Legal & Professional Services	7,712.65
Other Business Expenses	
Computer repairs & maintenance	1,676.48
Office Supplies	1,941.83
Shipping, Freight & Delivery	54.56
Software & SaaS tools	5,894.99
Technology Consulting Services	26,190.00

	TOTAL
Gig Contractors	48,622.97
Total Technology Consulting Services	74,812.97
Website/Email Hosting	1,931.60
Total Other Business Expenses	86,312.43
Other Miscellaneous Expense	12,110.40
Sales, General & Administrative Expenses	
Consulting - Product Development	6,000.00
Hiring & Recruiting	57.68
Office	
Rent & Lease	28,878.77
Utilities	
Cellular, telephone & Internet	572.13
Total Utilities	572.13
Total Office	29,450.90
Payroll Expenses	
Administrative	7,004.88
CTO	12,000.00
Executive Compensation	157,888.42
Executive Personal Expenses	0.00
Total Executive Compensation	157,888.42
Sales	11,240.00
Total Payroll Expenses	188,133.30
Sales Commission	15,384.00
Sales Presentation	39.00
Taxes & Licenses	0.50
Website (Internal) Design and Maintenance	25,860.16
Total Sales, General & Administrative Expenses	264,925.54
Travel & Entertainment	2,845.82
Airfare	4,069.36
Car & Truck	55.46
Hotel	6,091.71
Meals	3,200.00
Parking	1,384.00
Uber/Cabs/Rental Cars	9,459.57
Total Travel & Entertainment	27,105.92
Total Expenses	\$409,165.21
NET OPERATING INCOME	\$ -361,320.65
Other Income	
Interest Earned	630.07
Total Other Income	\$630.07
Other Expenses	
Interest Expense	5,394.66
Total Other Expenses	\$5,394.66
NET OTHER INCOME	\$ -4,764.59
NET INCOME	\$ -366,085.24

