

		Per Community Second Cohort			
ar Three		Revenue Year One		Revenue Year Tw	
@	Total	#	@	Total	#
-	-	1	\$65,000.00	\$65,000.00	-
\$450.00	\$4,500.00	2	\$300.00	\$600.00	5
\$48,000.00	\$288.00	1%	\$32,000.00	\$256.00	0.80%
\$3,000.00	\$750.00	25%	\$2,000.00	\$500.00	25%
\$3,000.00	\$300.00	10%	\$2,000.00	\$200.00	10%
	\$5,838.00	Subtotal		\$66,556.00	
		With Traipse			
		1	\$6,000.00	\$6,000.00	
\$3,000.00	\$3,000.00	1	\$2,500.00	\$2,500.00	1
	\$3,000.00	Subtotal		\$8,500.00	
	\$11,838.00	Total		\$75,056.00	
				Total 3-year single-community rev	
				Total 3-year single-community cos	
				Total 3-year single-community net	
Total					
	-\$64,900				
	\$77,204				
	\$12,304				

		Revenue Year Three				Per Community
vo		Revenue Year Three		Revenue Year Or		
@	Total	#	@	Total	#	
-	-	-	-	-	1	
\$450.00	\$2,250.00	10	\$540.00	\$5,400.00	2	
\$48,000.00	\$384.00	0.60%	\$57,600.00	\$345.60	1%	
\$3,000.00	\$750.00	25%	\$3,600.00	\$900.00	25%	
\$3,000.00	\$300.00	10%	\$3,600.00	\$360.00	10%	
	\$3,684.00	Subtotal		\$7,005.60		
		With Traipse				
		1	\$3,600.00	\$3,600.00	1	
\$3,000.00	\$3,000.00	1	\$3,600.00	\$3,600.00	1	
	\$3,000.00	Subtotal		\$3,600.00		
	\$9,684.00	Total		\$14,205.60		
venue, 2nd cohort:			\$98,945.60			
t, 2nd cohort:			-\$64,883.00			
, 2nd cohort:			\$34,062.60			

Operating Expense Projections Years 0-3		
2021 Part-Year Expenses (starting 4/1/21)		
General		
Payroll		\$132,550.00
CEO (0.9 MLT; 0.1 Traipse)	\$60,000.00	
COO (0.4 Traipse; 0.3 MLT; 0.3 GMS)	\$48,000.00	
Sales (FT, starting 10/1/20)	\$12,500.00	
Payroll Taxes/Benefits (10%)	\$12,050.00	
Contract Labor		\$20,000.00
Local Staunton Rep (starting 7/1/21)	\$20,000.00	
Professional Services		\$7,100.00
Legal	\$5,000.00	
Licenses/Corp Fees	\$600.00	
Accounting	\$1,500.00	
Office		\$6,675.00
Supplies	\$675.00	
Space (10% Sta., 90% DC)	\$6,000.00	
Business Development		\$13,750.00
Sales Expenses	\$10,000.00	
Direct Marketing	\$1,250.00	
Sales Travel	\$2,500.00	
Tech Hosting/Software		\$9,900.00
Software/Subscriptions	\$900.00	
Hosting/Serving	\$9,000.00	
My Local Token		
MLT Software Development		\$226,000.00
Testing Prototype	\$60,000.00	
Full platform	\$146,000.00	
Traipse app integration	\$20,000.00	
MLT Transaction Fees (on ~\$1k)		\$11.00
Intra-MLT (gas) 0.1%	\$1.00	
MLT-USD redemption 1%	\$10.00	
MLT Pilot		\$10,000.00
Promotion	\$5,000.00	
Travel	\$3,000.00	

2022 Expenses		
General		
Payroll		\$385,560.00
CEO	\$81,600.00	
COO	\$67,200.00	
Sales	\$52,500.00	
CTO	\$70,000.00	
Onboarding Rep for 5 communities	\$50,000.00	
Payroll Taxes/Benefits (20%)	\$64,260.00	
Contract Labor		\$55,000.00
HR/Acctng/Admin (0.5 FTE)	\$35,000.00	
On-call support for 6 communities (0.5 FTE)	\$20,000.00	
Professional Services		\$12,400.00
Legal	\$10,000.00	
Licenses/Corp Fees	\$2,400.00	
Office		\$19,000.00
Supplies	\$1,000.00	
Space	\$18,000.00	
Business Development		\$27,500.00
Sales Expenses	\$20,000.00	
Direct Marketing	\$2,496.00	
Sales Travel	\$5,004.00	
Tech Hosting/Software		\$13,300.00
Software/Subscriptions	\$1,800.00	
Hosting/Serving	\$11,500.00	
(Software Development > CTO)		
MLT Transaction Fees (see rev)		\$1,212.00
Intra-MLT (gas) 0.1%	\$132.00	
MLT-USD redemption 1%	\$1,080.00	
	\$0.00	
MLT Contracts		\$88,000.00
Promotion	\$60,000.00	
Travel	\$15,000.00	

<i>Variable Costs Per Community Client - Year 1</i> (Annualized, first 5 communities)			Total MLT Communities: 6		
			New MLT Communities: 5		
			Year -1 (2021)	Year 1 (2022)	Years 2 & 3 (2023-24)
	Base Pay Expense	FTE per contract			
Business Development					
Sales Staff	\$12,500.00	0.200	\$2,500.00		
Sales Expenses			\$500.00		
Sales Direct Mktg			\$500.00		
Sales Travel			\$1,000.00		
Fulfillment					
Onboarding Staff	\$50,000.00	0.200		\$10,000.00	
Support Staff	\$50,000.00	0.083		\$4,166.67	\$4,166.67
Tech Scaling				\$500.00	
Promotion				\$10,000.00	\$5,000.00
Travel				\$2,500.00	\$1,500.00
Subsidy				\$2,000.00	\$2,000.00
Yearly Subtotal w/o Traipse			\$4,500.00	\$29,166.67	\$12,666.67
Contract 3-year Subtotal w/o Traipse					\$59,000.00
Traipse Add-On					
Promotion				\$500.00	\$500.00
Travel				\$200.00	\$100.00
Staffing				\$2,000.00	\$1,000.00
Yearly Traipse Add-On Subtotal				\$2,700.00	\$1,600.00
Contract 3-year Traipse Add-On Subtotal					\$5,900.00
Contract 3-Year Total w/ Traipse					\$64,900.00

<i>Variable Costs Per Community Client - Year 2</i> (Annualized, subsequent batch of 12 communities)			Total MLT Communities: 18		
			New MLT Communities: 12		
			Year -1 (2022)	Year 1 (2023)	Years 2 & 3 (2024-25)
	Base Pay Expense	FTE per contract			
Business Development					
Sales Staff	\$52,500.00	0.083	\$4,375.00		
Sales Expenses			\$208.00		
Sales Direct Mktg			\$208.00		
Sales Travel			\$417.00		
Fulfillment					
Onboarding Staff	\$52,500.00	0.167		\$8,750.00	
Support Staff	\$52,500.00	0.083		\$4,375.00	\$4,375.00
Tech Scaling				\$400.00	
Promotion				\$10,000.00	\$5,000.00
Travel				\$2,500.00	\$1,500.00
Subsidy				\$2,000.00	\$2,000.00
Yearly Subtotal w/o Traipse			\$5,208.00	\$28,025.00	\$12,875.00
Contract 3-year Subtotal w/o Traipse					\$58,983.00
Traipse Add-On					
Promotion				\$500.00	\$500.00
Travel				\$200.00	\$100.00
Staffing				\$2,000.00	\$1,000.00
Yearly Traipse Add-On Subtotal				\$2,700.00	\$1,600.00
Contract 3-year Traipse Add-On Subtotal					\$5,900.00
Contract 3-Year Total w/ Traipse					\$64,883.00

