

IRL Social Skills

Profit and Loss

January - June 2024

	TOTAL
Income	
Consulting Income	4,452.00
Sales	
Cognitive Skills Training	1,500.00
Course	4,637.63
Masterclasses	195,261.67
Total Sales	201,399.30
Sales Customer Refunds/Discounts	-475.00
Customer Discounts	-19,006.31
Customer Refunds	-2,248.66
Customer Scholarships	-1,000.00
Total Sales Customer Refunds/Discounts	-22,729.97
Unapplied Cash Payment Income	0.00
Total Income	\$183,121.33
Cost of Goods Sold	
Contractors	92,484.04
Total Cost of Goods Sold	\$92,484.04
GROSS PROFIT	\$90,637.29
Expenses	
Advertising & Marketing	9,765.25
Client Events	19.98
Marketing	121.36
Social Media	6,637.31
Website	344.00
Total Advertising & Marketing	16,887.90
Building & Property Rent	9,909.48
Contributions to Charities	25.00
Insurance	
Business Insurance	1,081.76
Liability Insurance	262.50
Total Insurance	1,344.26
Interest paid	28.33
Business Loan Interest	1,326.75
Credit Card Interest	363.56
Total Interest paid	1,718.64
Learning System Contractor	0.00
Learning Systems Consultant	0.00

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January - December 2024

	TOTAL
Legal & Professional Services	482.48
Accounting Fees	3,829.43
Business Coach	253.93
Professional Services	1,597.61
Total Legal & Professional Services	6,163.45
Meals	143.77
Meals - Pantry	1,115.78
Meals - Restaurants	716.44
Total Meals	1,975.99
Office Expenses	
Office Supplies	218.60
Printing, Photocopying, Faxing	26.28
Shipping & Postage	20.49
Total Office Expenses	265.37
Other Business Expenses	
Bank Fees & Service Charges	725.84
Business Licenses	1,105.00
Contractor Gifts	233.92
Education/Training	1,204.85
Memberships & Subscriptions	603.00
Merchant Account Fees	3,107.07
Parking & Tolls	28.65
Software & Apps	10,608.51
Total Other Business Expenses	17,616.84
Payroll	
Employer Payroll Taxes	1,011.49
Officer Wages	12,916.64
Payroll Processing Fees	436.00
Total Payroll	14,364.13
Supplies	90.00
Travel	156.87
Travel Expenses	1,191.41
Total Travel	1,348.28
Utilities	
Electric/Gas	931.84
Phone Service & Internet	750.87
Total Utilities	1,682.71
Total Expenses	\$73,392.05
NET OPERATING INCOME	\$17,245.24

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	TOTAL
Other Income	
Cash Back Rewards	674.21
Donation	-25.00
Other Income	25.00
Total Other Income	\$674.21
Other Expenses	
Ask My Client - Expenses	921.67
Total Other Expenses	\$921.67
NET OTHER INCOME	\$ -247.46
NET INCOME	\$16,997.78

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Balance Sheet

As of June 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Beneficial State (335)	16,027.17
Beneficial State Bank (deleted)	-5,665.16
OnPoint Business Checking (7511)	-2,039.15
OnPoint Business Savings	5.00
Personal Cards	43.03
Total Bank Accounts	\$8,370.89
Accounts Receivable	
Accounts Receivable (A/R)	28,022.00
Total Accounts Receivable	\$28,022.00
Other Current Assets	
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$36,392.89
Fixed Assets	
Learning System	85,764.08
Total Fixed Assets	\$85,764.08
TOTAL ASSETS	\$122,156.97
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
AmEx 01001	0.00
Capital One - 0991	5,370.98
Capital One - 2549	474.97
Capital One - 8819	802.65
Chase 1951	6,632.49
Citi - 6462	-2,497.19
Upgrade - 8591	0.00
Total Credit Cards	\$10,783.90
Other Current Liabilities	
Employee Payroll Tax Liability	-404.32
Forward Finance A/R Loan	0.00
MESO Loan	2,812.40
Micro Enterprise Loan	0.00
Stripe Loan	927.23
WebBank Loans	0.00
Total Other Current Liabilities	\$3,335.31
Total Current Liabilities	\$14,119.21

IRL Social Skills

Balance Sheet

As of June 30, 2024

	TOTAL
Long-Term Liabilities	
BSB Line of Credit (905)	17,646.70
Intuit Note Payable	9,833.51
Owner Loan	25,000.00
ReadyCap NP	49,191.78
SBA/EIDL Loan	20,500.00
Total Long-Term Liabilities	\$122,171.99
Total Liabilities	\$136,291.20
Equity	
Opening balance equity	0.00
Owner's Equity	
Estimated Taxes Paid	-8,553.00
Mara - Owner Draws	-52,464.41
Mara - Owner Investments	47,674.07
Mara - Personal Expenses	-17,225.16
Personal Expense	-697.95
Total Mara - Personal Expenses	-17,923.11
Total Owner's Equity	-31,266.45
Retained Earnings	-8,948.78
Net Income	26,081.00
Total Equity	\$ -14,134.23
TOTAL LIABILITIES AND EQUITY	\$122,156.97

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Statement of Cash Flows

January - June, 2024

	TOTAL
OPERATING ACTIVITIES	
Net Income	23,209.50
Adjustments to reconcile Net Income to Net Cash provided by operations:	
Accounts Receivable (A/R)	-25,150.50
AmEx 01001	0.00
Capital One - 0991	5,370.98
Capital One - 2549	474.97
Capital One - 8819	-7,888.25
Chase 1951	6,632.49
Citi - 6462	-2,497.19
Upgrade - 8591	0.00
Employee Payroll Tax Liability	-404.32
Forward Finance A/R Loan	-12,602.50
MESO Loan	-1,662.36
Stripe Loan	853.90
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-36,872.78
Net cash provided by operating activities	\$ -13,663.28
INVESTING ACTIVITIES	
Learning System	-40,264.08
Net cash provided by investing activities	\$ -40,264.08
FINANCING ACTIVITIES	
BSB Line of Credit (905)	-603.30
Intuit Note Payable	9,833.51
ReadyCap NP	49,191.78
Opening balance equity	0.00
Owner's Equity:Mara - Owner Draws	-2,619.15
Owner's Equity:Mara - Owner Investments	325.51
Owner's Equity:Mara - Personal Expenses	-7,459.61
Owner's Equity:Mara - Personal Expenses:Personal Expense	-697.95
Net cash provided by financing activities	\$47,970.79
NET CASH INCREASE FOR PERIOD	\$ -5,956.57
Cash at beginning of period	14,327.46
CASH AT END OF PERIOD	\$8,370.89