

Business Unit: Module 3 - Business Model - Worksheet

Note: You don't have all 5 years, but do at least a 3 year projection

	Year 1	Year 2	Year 3	Year 4	Year 5
Startup Capital					
Investors					
Income / Revenue					
Target consumer population					
App cost					
In-app purchases					
Advertising sales					
Operating Costs					
Equipment (computers, servers, networks)					
Software (applications for development and testing, etc.)					
Service fees (databases, Amazon AWS)					
Registration for Apple developers or Google developers					
App store fees (for hosting)					
Licensing fees					
Marketing & advertising					
Employee salaries (software developer, designer, etc)					
Total Profit					