

INITIAL MONTH EXPENSES		
	California	Philippines
OFFICE RENT	\$500.00	
OFFICE SET UP		
Building		\$1,500.00
Tables and Chairs		\$300.00
Computers		\$1,800.00
Others		\$500.00
UTILITIES		
Electricity	\$200.00	\$90.00
Water	\$100.00	\$20.00
Internet	\$250.00	\$55.00
Phone	\$50.00	Included in the internet
EMPLOYEE SALARIES/WAGES		
2 General VA AT \$3		\$480.00
2 Editors at \$6		\$800.00
Benefits		
ADVERTISING AND MARKETING		
Digital marketing (e.g., social media ads, PPC)	\$5,000.00	
SOFTWARE AND TECHNOLOGY		
CRM	\$60	
ACCOUNTING	\$10	
TIME TRACKING/PAYROLL	\$15	
SOCIAL MEDIA MANAGEMENT TOOLS	\$99	
EMAIL MARKETING SOFTWARE	\$20	
LIVE CHAT SOFTWARE	\$55	
GRAPHIC DESIGN TOOLS	\$119	
MICROSOFT LICENSE		\$120.00
INMOTION HOSTING	\$100.00	
other	\$100.00	
	\$6,678.00	\$5,665.00
TOTAL EXPENSES FOR THE INITIAL MONTH	\$12,343.00	

MONTHLY EXPENSES		
	California	Philippines
OFFICE RENT	\$500.00	
UTILITIES		
Electricity	\$200.00	\$100.00
Water	\$100.00	\$20.00
Internet	\$250.00	\$55.00
Phone	\$50.00	Included in the internet
EMPLOYEE SALARIES/WAGES		
2 General VA		\$480.00
2 Editors		\$800.00
Benefits		
ADVERTISING AND MARKETING		
Digital marketing (e.g., social media ads, PPC)	\$1,000.00	
SOFTWARE AND TECHNOLOGY		
CRM	\$60	
ACCOUNTING	\$10	
TIME TRACKING/PAYROLL	\$15	
SOCIAL MEDIA MANAGEMENT TOOLS	\$99	
EMAIL MARKETING SOFTWARE	\$20	
LIVE CHAT SOFTWARE	\$55	
GRAPHIC DESIGN TOOLS	\$119	
INMOTION HOSTING	\$100.00	
other	\$100.00	
	\$2,678.00	\$1,455.00
TOTAL MONTHLY	\$4,133.00	

YEARLY EXPENSES	
4 EMPLOYEES	
MONTHLY	\$4,133.00
YEARLY	\$49,596.00
EMPLOYEE BONUS	\$1,280.00
TOTAL YEARLY EXPENSES	\$50,876.00
8 EMPLOYEES	
MONTHLY	\$5,733.00
YEARLY	\$68,796.00
EMPLOYEE BONUS	\$2,560.00
TOTAL YEARLY EXPENSES	\$71,356.00
16 EMPLOYEES	
MONTHLY	\$9,253.00
YEARLY	\$111,036.00
EMPLOYEE BONUS	\$5,120.00
TOTAL YEARLY EXPENSES	\$116,156.00
ADDITIONAL EXPENSES FOR 16 EMPLOYEES	
Computers	\$5,214.00
Work Desks and chairs	\$521.00
Building expansion	\$1,000.00
Others	\$500.00
TOTAL	\$7,235.00