

STARTUP BUSINESS INCOME AND EXPENSES TEMPLATE

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| START-UP BUDGET OVERVIEW | BUDGET | ACTUAL |
|------------------------------|--------|--------|
| EXPENSES | | |
| ADMINISTRATIVE / GENERAL | | |
| LOCATION / OFFICE | | |
| MARKETING | | |
| PRE-LAUNCH LABOR EXPENSES | | |
| OTHER | | |
| TOTAL | | |
| FUNDING | | |
| INVESTORS | | |
| LOANS | | |
| ADDITIONAL FUNDING | | |
| TOTAL | | |
| FUNDING LESS EXPENSES | | |

| START-UP FUNDING | BUDGET | ACTUAL |
|---------------------------|--------|--------|
| INVESTORS | | |
| OWNER 1 | | |
| OWNER 2 | | |
| OWNER 3 | | |
| OTHER | | |
| TOTAL | | |
| LOANS | | |
| BANK LOAN | | |
| NON-BANK LOAN | | |
| OTHER | | |
| TOTAL | | |
| ADDITIONAL FUNDING | | |
| GRANT | | |
| OTHER | | |
| OTHER | | |
| TOTAL | | |
| GRAND TOTAL | | |

| EXPENSES | DATE DUE | BUDGET | ACTUAL |
|----------------------------------|----------|--------|--------|
| ADMINISTRATIVE / GENERAL | | | |
| LICENSES | | | |
| PERMITS | | | |
| INSURANCE | | | |
| LEGAL | | | |
| FRANCHISING | | | |
| OTHER | | | |
| OTHER | | | |
| OTHER | | | |
| TOTAL | | | |
| LOCATION / OFFICE | | | |
| SPACE RENTAL / LEASE | | | |
| INTERNET SET-UP | | | |
| TELEPHONE SET-UP | | | |
| FURNITURE | | | |
| EQUIPMENT | | | |
| HARDWARE | | | |
| SOFTWARE | | | |
| INSTALLATION FEES | | | |
| INVENTORY | | | |
| SECURITY | | | |
| STATIONERY / BUSINESS CARDS | | | |
| OTHER | | | |
| OTHER | | | |
| OTHER | | | |
| TOTAL | | | |
| MARKETING | | | |
| LOGO DESIGN | | | |
| BRANDING / IDENTITY DEV. | | | |
| LAUNCH ADVERTISING | | | |
| WEBSITE v. 1.0 | | | |
| PRINTED MARKETING PIECES | | | |
| PROMO MATERIALS | | | |
| LISTING FEES | | | |
| INTERNET MARKETING | | | |
| OTHER | | | |
| OTHER | | | |
| OTHER | | | |
| TOTAL | | | |
| PRE-LAUNCH LABOR EXPENSES | | | |
| JOB-LISTING FEES | | | |
| PLACEMENT AGENCY FEES | | | |
| TRAINING | | | |
| OTHER | | | |
| OTHER | | | |
| OTHER | | | |
| TOTAL | | | |
| OTHER | | | |
| CONTINGENCIES RESERVE | | | |
| LAUNCH PARTY | | | |
| OTHER | | | |
| OTHER | | | |
| OTHER | | | |
| TOTAL | | | |
| GRAND TOTAL | | | |

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