



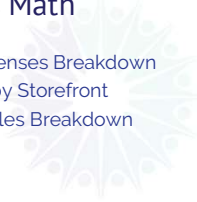
The Program's Math




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The Program's Math


- Programmatic Expenses Breakdown
- Sales Breakdown by Storefront
- Current vs. Goal Sales Breakdown



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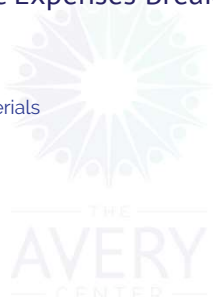
Programmatic Expenses Breakdown



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Programmatic Expenses Breakdown

- Payroll
- Facilities
- Equipment & Materials



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Programmatic Expenses Breakdown: Payroll

Position	Hourly Wages	Commission Bonus	Fuel Stipend	Employee Payroll Taxes	Employer Payroll Taxes	Total Gross Weekly Pay
Local	\$180	\$75	\$20	\$23	\$23	\$321
Remote-Only	\$180	\$75	\$0	\$23	\$23	\$301

As an employer you're responsible for the following taxes:

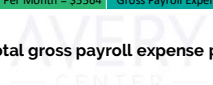
Social Security Tax	\$886.60
Medicare Tax	\$207.36
FUTA	\$42.00
Total annual cost to hire this employee:	\$15,435.96

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Programmatic Expenses Breakdown

Local	Remote-Only
\$321	\$301
X 52 weeks	X 52 weeks
Gross Payroll Expense Per Year = \$16,692	Gross Payroll Expense Per Year = \$15,652
/12	/12
Gross Payroll Expense Per Month = \$1391	Gross Payroll Expense Per Month = \$1303
X4 participants	X4 participants
Gross Payroll Expense Per Month = \$5564	Gross Payroll Expense Per Month = \$5212

\$10,776 total gross payroll expense per month



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Programmatic Expenses Breakdown: Facilities

Description	Amount
Sparrow's Landing Site	\$2450
Windsor Storage Unit	\$90
Loveland Storage Unit	\$400
TOTAL	\$2940



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Programmatic Expenses Breakdown: Equipment & Materials

Description	Monthly Cost
Ink toner	\$65
Printer paper	\$10
Packing stickers	\$20
Packing materials	\$50
Canva subscription	\$12
Dropbox subscription	\$11
Amazon Seller subscription	\$20
Scoutly	\$15
Boosted FB posts	\$50
Price tags	\$20
Shopify subscription	\$80
TOTAL	\$303

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Sales Breakdown by Storefront



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Sales Breakdown by Storefront

- Amazon
- eBay
- The Boutique




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Sales Breakdown by Storefront: Amazon

Description	Amount
Base Price to Cover Fees and Shipping	\$6.89
TAC Minimum List Price	\$8
TAC Average Item Sale Price	\$10.76

$\$14,019 \div \$10.76 = 1303 \text{ items sold per month}$




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Sales Breakdown by Storefront: eBay

Description	Amount
Base Price to Cover Fees and Shipping	\$8.00
TAC Minimum List Price	\$10.00
TAC Average Item Sale Price	\$20.67

$\$14,019 \div \$20.67 = 678 \text{ items sold per month}$

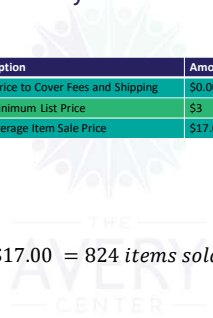


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Sales Breakdown by Storefront: The Boutique

Description	Amount
Base Price to Cover Fees and Shipping	\$0.00
TAC Minimum List Price	\$3
TAC Average Item Sale Price	\$17.00

$\$14,019 \div \$17.00 = 824 \text{ items sold per month}$

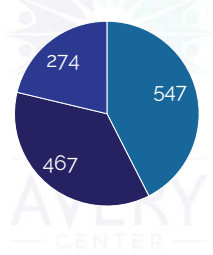
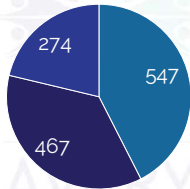


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Sales Breakdown by Storefront: Combined

\$4672 Each Storefront

- Amazon
- eBay
- The Boutique



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Current vs. Goal Sales Breakdown



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Current vs. Goal Sales Breakdown

Amazon					
GOAL		CURRENT		NEEDED	
\$4672	\$47	\$879	\$1	\$3794	\$766

eBay					
GOAL		CURRENT		NEEDED	
\$4672	\$467	\$1150	\$38	\$3523	\$429

The Boutique					
GOAL		CURRENT		NEEDED	
\$4672	\$274	\$1099	\$119	\$3574	\$155

19%
funded

25%
funded

24%
funded
