



Financial Statements

Youth Business Summit 2019

1401 S. Grande Avenue, Santa Ana, California

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www.hoopla.world



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Hoopla is located at

**1401 S. Grand Avenue
Santa Ana, California 92705**

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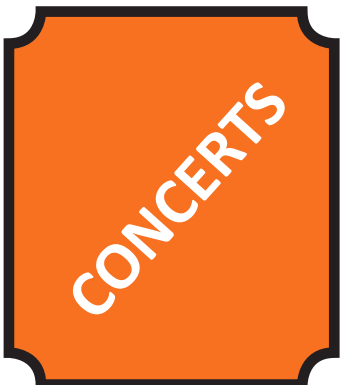
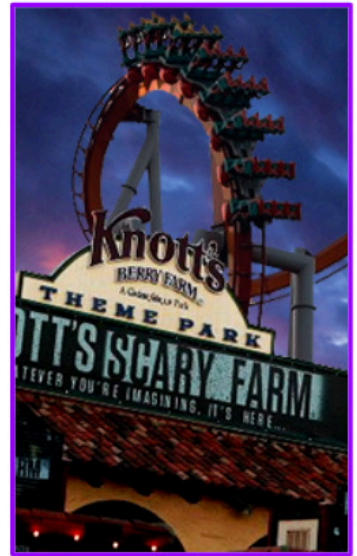
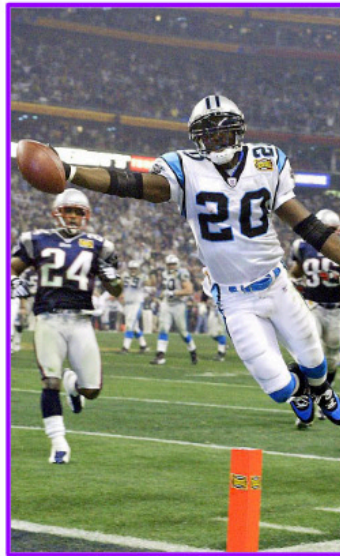




Introduction to

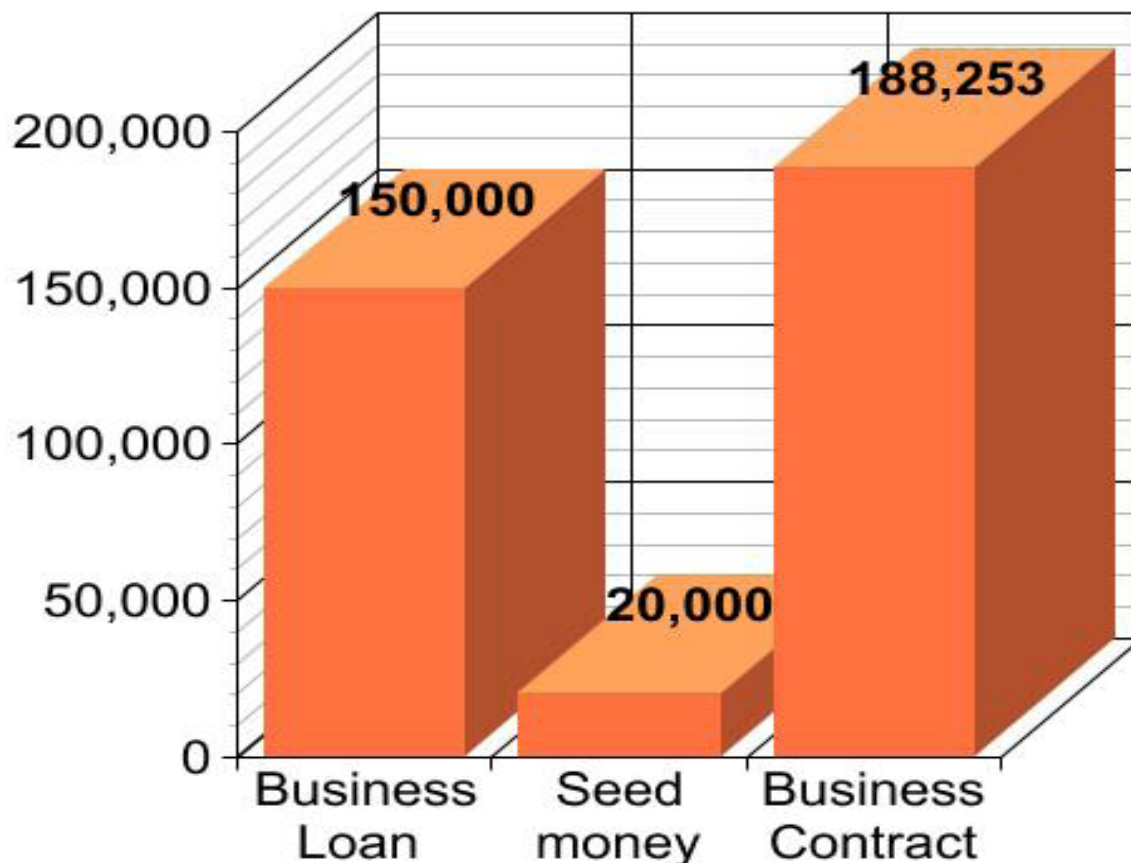
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Hoopla is a company that offers a variety of different entertainment boxes for exclusive sporting events, festivals, concerts, and seasonal attractions. As a company, our mission is to make sure that our customers have the best experience they can have at any event that they wish to attend. We accomplish this by providing boxes containing the main essentials necessary to maximizing our customers VIP experience, such as, premium seating tickets, exclusive fan merchandise and Hoopla branding merchandise to maximize our customer enjoyment before and during the event. These VIP package that will be customized for each event and will be delivered to their door 10-14 days before the event.

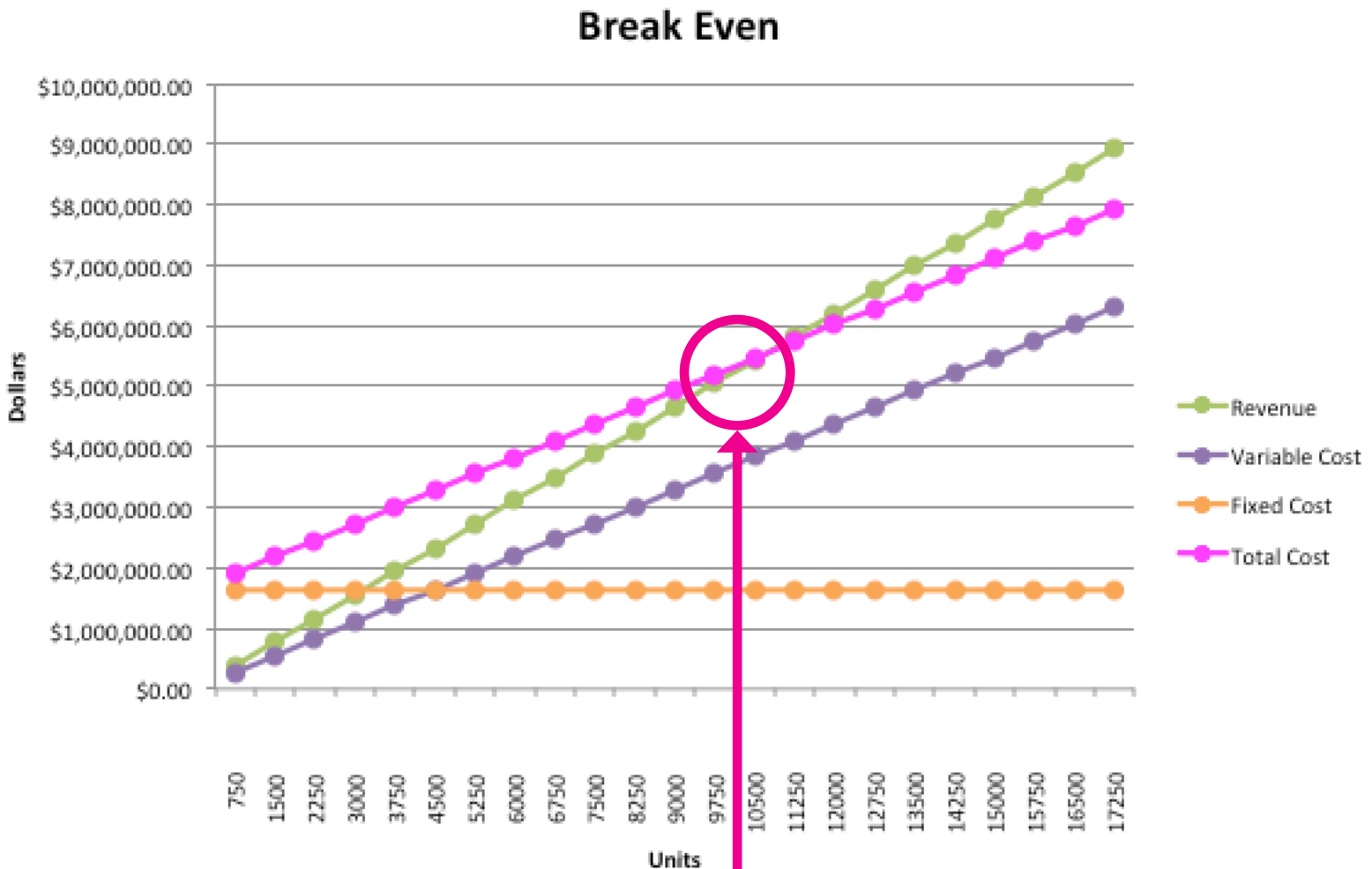


Financial Highlights

Our company started in October 2018 and from the few months of service, we have had 3 highlights that have helped our company get off the ground. In October of 2018, we received \$20,000.00 in Seed Money . The seed money was used for initial office furniture and equipment. In November, we had two highlights. The first being a sales contract that runs through April of 2019 for \$188,253.00 per month. This sales contract helps us make payroll each month. Finally, we applied and received a small business loan for \$150,000. This money was used for initial start-up costs for furniture, computers, and other expenses and gave us a jump-start on operating expenses for the first few months.



Break-Even Analysis



**Break -Even Point
10,750 VIP Packages**

For our company to be able to break even, we must sell 10,750 packages. After we sell this number of packages, we will then become profitable. At that point, our company will then be able to grow and use its profits to expand the business.

Break-Even Analysis

Average selling price per sale	\$517.00
Average cost of goods sold per sale	\$365.00
Average profit rate	30%
Annual Fixed Cost	\$1,633,986.00

X	Y	Y	Y	Y
Units Sold	Revenue	Variable Cost	Fixed Cost	Total Cost
750	\$387,750.00	\$273,750.00	\$1,633,986.00	\$1,907,736.00
1500	\$775,500.00	\$547,500.00	\$1,633,986.00	\$2,181,486.00
2250	\$1,163,250.00	\$821,250.00	\$1,633,986.00	\$2,455,236.00
3000	\$1,551,000.00	\$1,095,000.00	\$1,633,986.00	\$2,728,986.00
3750	\$1,938,750.00	\$1,368,750.00	\$1,633,986.00	\$3,002,736.00
4500	\$2,326,500.00	\$1,642,500.00	\$1,633,986.00	\$3,276,486.00
5250	\$2,714,250.00	\$1,916,250.00	\$1,633,986.00	\$3,550,236.00
6000	\$3,102,000.00	\$2,190,000.00	\$1,633,986.00	\$3,823,986.00
6750	\$3,489,750.00	\$2,463,750.00	\$1,633,986.00	\$4,097,736.00
7500	\$3,877,500.00	\$2,737,500.00	\$1,633,986.00	\$4,371,486.00
8250	\$4,265,250.00	\$3,011,250.00	\$1,633,986.00	\$4,645,236.00
9000	\$4,653,000.00	\$3,285,000.00	\$1,633,986.00	\$4,918,986.00
9750	\$5,040,750.00	\$3,558,750.00	\$1,633,986.00	\$5,192,736.00
10500	\$5,428,500.00	\$3,832,500.00	\$1,633,986.00	\$5,466,486.00
11250	\$5,816,250.00	\$4,106,250.00	\$1,633,986.00	\$5,740,236.00
12000	\$6,204,000.00	\$4,380,000.00	\$1,633,986.00	\$6,013,986.00
12750	\$6,591,750.00	\$4,653,750.00	\$1,633,986.00	\$6,287,736.00
13500	\$6,979,500.00	\$4,927,500.00	\$1,633,986.00	\$6,561,486.00
14250	\$7,367,250.00	\$5,201,250.00	\$1,633,986.00	\$6,835,236.00
15000	\$7,755,000.00	\$5,475,000.00	\$1,633,986.00	\$7,108,986.00
15750	\$8,142,750.00	\$5,748,750.00	\$1,633,986.00	\$7,382,736.00
16500	\$8,530,500.00	\$6,022,500.00	\$1,633,986.00	\$7,656,486.00
17250	\$8,918,250.00	\$6,296,250.00	\$1,633,986.00	\$7,930,236.00

Break even point in sales dollars: =

Average selling price x Breakeven point in units

Total sales at break even = \$3,267,972.00

Break even point in # of sales:

Breakeven point in units = Fixed costs / (Average selling price per unit - average variable cost per unit)

Breakeven point in units = 10,750

Profit-Loss Statement

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Profit-Loss Statement

For March 2019

Sales Revenues	
Live Sales-Grand opening	\$ 177,320.00
Contractual sales to non-VE entities	\$ 188,253.00
Other than trade fair revenues	\$ 3,787.80
Total sales revenues	\$ 369,360.80
Cost of goods sold or services provided	\$ 184,680.40
Gross profit	\$ 184,680.40
Operating expenses	
Salaries	\$ 110,098.49
Rent	\$ 3,360.00
Depreciation	\$ 566.64
Matching Social Security Expense	\$ 7,123.99
Matching Medicare Expense	\$ 1,666.09
Advertising	\$ 40.00
Promotion	\$ 250.00
Insurance	\$ 1,040.00
Matching Pension or 401(k) Expense	\$ -
Loan Interest	\$ 627.36
Supplies	\$ 280.00
Utilities	\$ 2,504.50
Other	\$ 356.48
Total operating expenses	\$ 127,913.55
Income from operations	\$ 56,766.85
Other revenues/gains and expenses/losses	\$ -
Net income before taxes	\$ 56,766.85
Corporate income tax (paid quarterly)	\$ -
Net income after taxes	\$ 56,766.85

Balance Sheet

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Balance Sheet

As of March 31, 2019

ASSETS

Current Assets

Cash	\$ 219,580.93
Petty Cash	\$ -
Accounts Receivable-net	\$ 177,320.00
Inventory	\$ 32,300.00
Prepaid insurance	\$ -
Supplies	\$ 250.00

Total Current Assets \$ **429,450.93**

Property and Equipment

Office Equipment	\$ 31,696.00
Less: accum depreciation	\$ 566.00
Land	\$ -
Buildings	\$ -
Land Improvements	\$ -
Building Improvements	\$ -
Other assets	\$ -

Total Property and Equipment \$ **31,130.00**

Total Assets \$ **460,580.93**

LIABILITIES

Current Liabilities

Accounts payable	\$ 7,550.98
Wages payable	\$ 110,098.49
Interest payable	\$ 627.36
Payroll Taxes payable	\$ 8,790.08
State Tax payable	\$ 4,255.00
Sales Tax payable	\$ 2,721.35

Total Current Liabilities \$ **134,043.26**

Long-Term Liabilities

Five-year 8% debentures	\$ 144,024.00
Loan Payable	\$ 2,848.00

Total Long Term Liabilities \$ **146,872.00**

Stockholder's Equity

Common Stock (shares \$10 par value)	\$ 20,000.00
Retained earnings	\$ 159,665.67

Total Stockholder Equity \$ **179,665.67**

Total Liabilities & Stockholder's Equity \$ **460,580.93**

Projected Sales

October 2018 - April 2019

	Actual					Projected	
	October	November	December	January	February	March	April
Sales							
Business to Business	188253	188253	188253	188253	188253	188253	188253
Trade Show Sales	12365.49	18354.27	0	65,016.00	75800.3	0	96000
Internet Sales	0	0	2097.2	3761.05	2311.2	839.95	0
Cost of Goods Sold	100309.245	103303.635	95175.1	128515.025	133182.25	94546.475	142126.5
GROSS PROFIT	\$ 100,309.25	\$ 103,303.64	\$ 95,175.10	\$ 128,515.03	\$ 133,182.25	\$ 94,546.48	\$ 142,126.50
Operating Expenses							
Salary (Office & Overhead)	\$ 112,871.80	\$ 112,871.80	\$ 112,871.80	\$ 110,098.49	\$ 110,098.49	\$ 110,098.49	\$ 110,098.49
Social Security Employer Payable	\$ 8,634.69	\$ 8,634.69	\$ 8,634.69	\$ 8,422.53	\$ 8,422.53	\$ 8,422.53	\$ 8,422.53
Outside Services	\$ 335.00	\$ 335.00	\$ 335.00	\$ 335.00	\$ 335.00	\$ 335.00	\$ 335.00
Supplies	\$ 610.14	\$ 610.14	\$ 610.14	\$ 610.14	\$ 610.14	\$ 610.14	\$ 610.14
Advertising	\$ 25.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Car, Delivery, Travel	\$ 800.00	\$ 800.00	\$ -	\$ 2,400.00	\$ -	\$ -	\$ 6,000.00
Legal Expenses	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
Rent	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00
Telephone	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50
Utilities	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50
Insurance	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00
Depreciation	\$ 566.64	\$ 566.64	\$ 566.64	\$ 566.64	\$ 566.64	\$ 566.64	\$ 566.64
Other Expenses:	\$ 356.48	\$ 356.48	\$ 356.48	\$ 356.48	\$ 356.48	\$ 356.48	\$ 356.48
TOTAL OPERATING EXPENSES	\$ 132,056.75	\$ 132,031.75	\$ 131,231.75	\$ 130,646.28	\$ 128,246.28	\$ 128,246.28	\$ 134,246.28
NET PROFIT/LOSS BEFORE TAXES	\$ (31,747.51)	\$ (28,728.12)	\$ (36,056.65)	\$ (2,131.26)	\$ 4,935.97	\$ (33,699.81)	\$ 7,880.22
Employee Income Taxes Payable	\$ 23,897.14	\$ 23,897.14	\$ 23,897.14	\$ 23,897.14	\$ 23,897.14	\$ 23,897.14	\$ 23,897.14
NET PROFIT/LOSS AFTER TAX	\$ (55,644.65)	\$ (52,625.26)	\$ (59,953.79)	\$ (26,028.40)	\$ (18,961.17)	\$ (57,596.95)	\$ (16,016.92)
Owner draw or dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
RETAINED EARNINGS	\$ (55,644.65)	\$ (52,625.26)	\$ (59,953.79)	\$ (26,028.40)	\$ (18,961.17)	\$ (57,596.95)	\$ (16,016.92)

Year to Date

Total Sales: \$1,309,223.51

Profit/Loss: (\$194,252.10)

Notes:

1. We had some changes in staffing in December and starting in January, we had one less employee this is the reason our salary number dropped from \$112,871.80.00 to \$110,098.46.00 . This also made our numbers change for our payroll taxes.

2. For our Internet sales, our company website came on-line in December 2018 with very modest sales through the current date.

Bank Statement



VIRTUAL ENTERPRISES INTERNATIONAL

US Network Bank

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Account details

Account: [Download account details \(Excel\)](#)

Period: from until

Date	Name/Description/Acct#	Ref#	Amount	Balance
March 28, 2019	Luz Mora (US021722), Santa Ana, CA 1 rolling loud package Acct #630584753	4347751	\$603.50	\$219,580.93
March 28, 2019	Victoria Farias (US021722), Santa Ana, CA Disneyland package Acct #630584672	4347085	\$255.75	\$218,977.43
March 27, 2019	Hugo Flores (US021515), Santa Ana, CA coachella pack Acct #630532559	4343693	\$871.00	\$218,721.68
March 27, 2019	Wendy Arenas (US021515), Santa Ana, CA February Acct #630530548	4343337	\$154.28	\$217,850.68
March 21, 2019	Mariana Juarez (US021721), Santa Ana, CA Disneyland Package Acct #630586225	4329569	\$253.75	\$217,696.40
March 20, 2019	Giorgio Hama (US012213), Rochester, MI VEI Checkout transaction #379338 03/20/2019 09:02 AM CT Acct #630602719	4327010	\$518.95	\$217,442.65
March 19, 2019	Sofia Alva (US012024), South Pasadena, CA VEI Checkout transaction #378883 03/19/2019 03:26 PM CT Acct #630685088	4323995	\$872.05	\$216,923.70

Account summary

Account	Account no	Balance
Hoopla (Budget Checking)	630326509	\$219,580.93



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