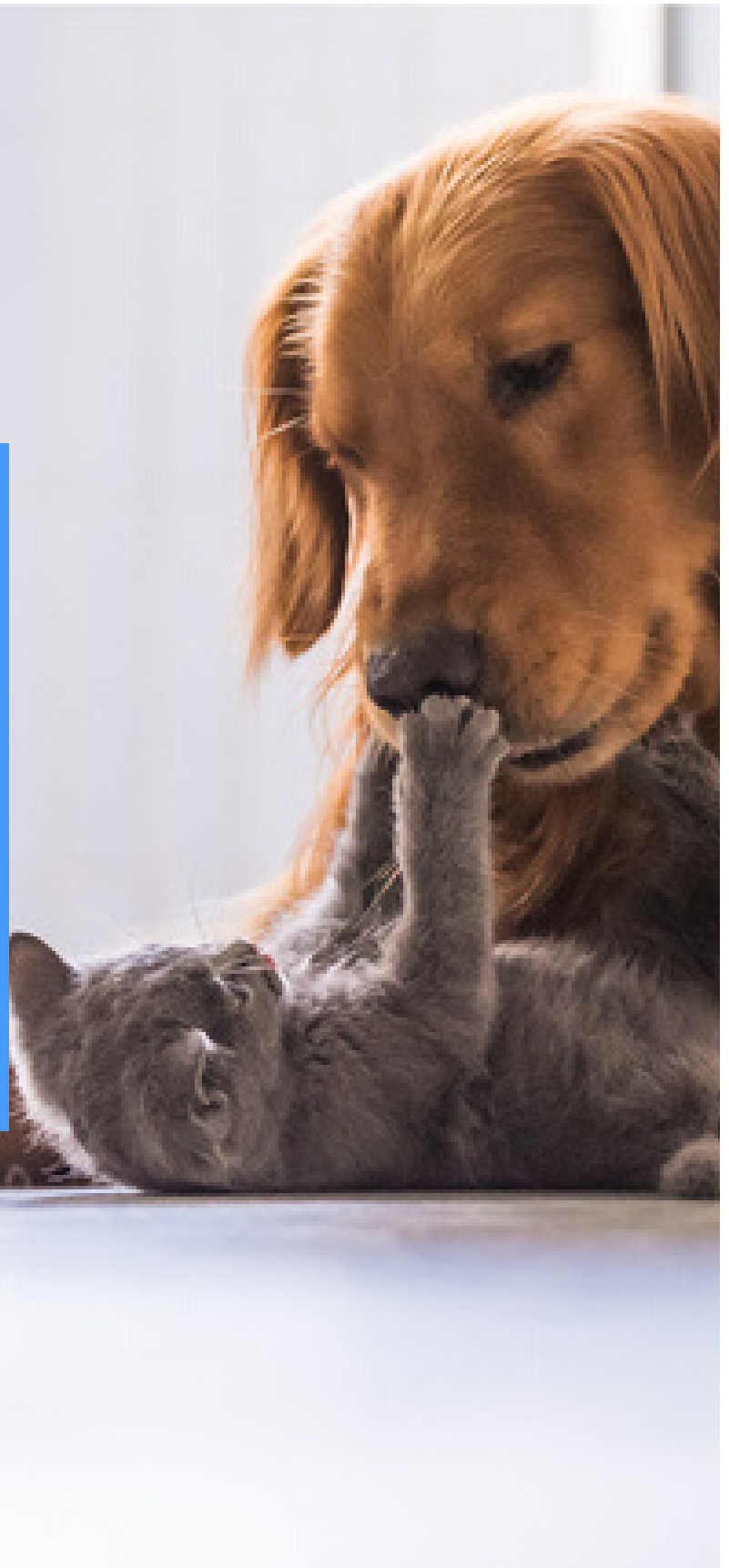


JANUARY 2020



# Petpeeve Financial Statement

The solution to all your **PET** peeves



Prepared by Jesse Lopez, Finance Officer and Jaqueline Garcia, Finance Associate  
Approved by Chief Officers

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# Company Overview

**PET**peeve is a pet tech company that provides smart-phone based products that help you solve the problems you have with owning a pet. We provide products that help the pet-parent monitor, feed and managing your pet's waste remotely using the **PET**peeve app on the owner's smart-phone. Let us be the solution to your **PET**peeves!

## Product Categories

### Waste Management



### Pet Monitoring



### Pet Access





# Our Finance Team

*Meet the dedicated team members of our financial department*



Jesse Lopez  
Chief Finance Officer  
(CFO)



Jaqueline Garcia  
Payroll  
Manager



Santiago Palomares  
Banking  
Manager

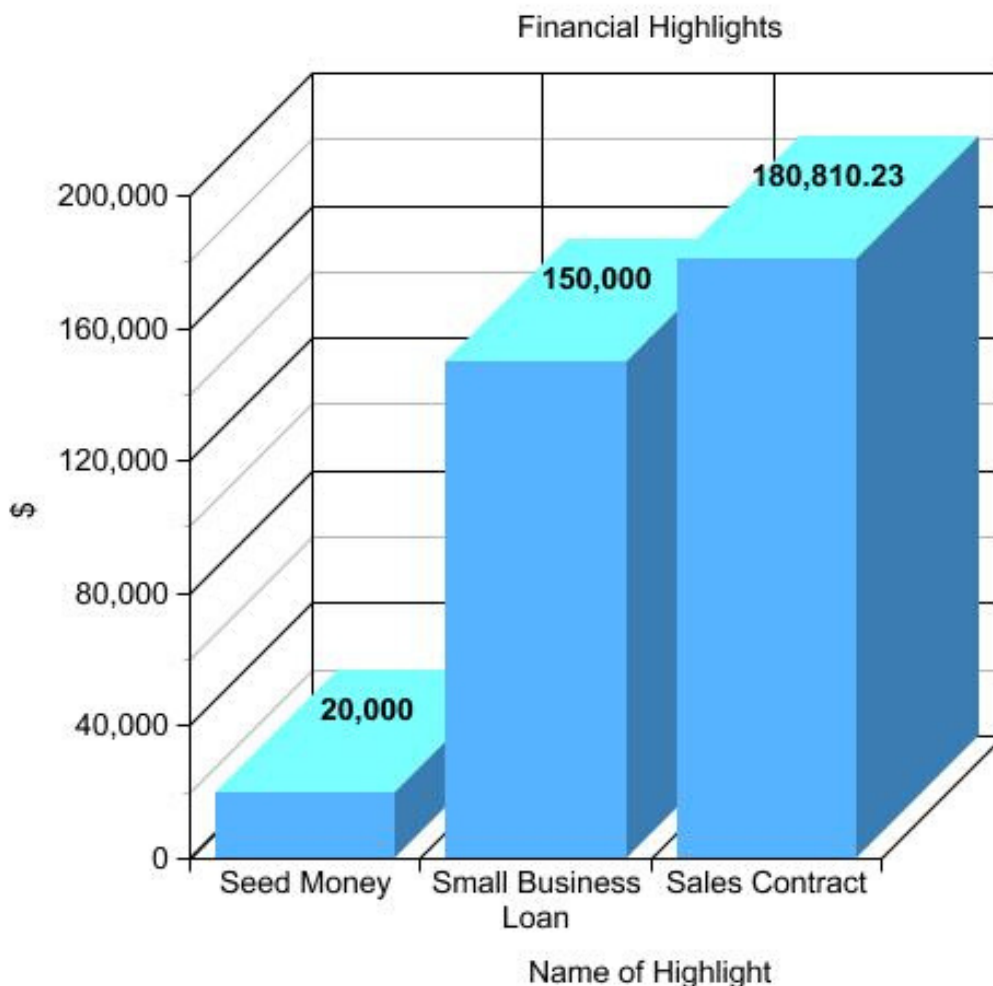


David Bravo  
Bill  
Manager

Our team works consistency around the clock, checking the company's financial status. Everyone in the team has access to the company's bank account to ensure that everything is paid such as paychecks or bills.

# Financial Statements

Our company started in September 2019 and within a few months of operating, we have had 3 highlights that helped the company get on its paws. In September, we received an amount of \$20,000 in seed money for initial office equipment and furniture. In November, we applied and received a small business loan of \$150,000 to help other remaining cost. Also, we received a monthly sales contract of \$180,810.23 in which is split into paying inventory and payroll.



# Break Even chart



VIRTUAL  
ENTERPRISES  
INTERNATIONAL

Reference Files

## Break Even Analysis

Average selling price per sale	\$272.13
Average cost of goods sold per sale	\$136.07
Average profit rate	50.00%
Annual Fixed Cost	\$666,123.60

X	Y	Y	Y	Y
Units Sold	Revenue	Variable Cost	Fixed Cost	Total Cost
900	\$244,917.00	\$122,458.50	\$666,123.60	\$788,582.10
1000	\$272,130.00	\$136,065.00	\$666,123.60	\$802,188.60
2000	\$544,260.00	\$272,130.00	\$666,123.60	\$938,253.60
2400	\$653,112.00	\$326,556.00	\$666,123.60	\$992,679.60
2950	\$802,783.50	\$401,391.75	\$666,123.60	\$1,067,515.35
3500	\$952,455.00	\$476,227.50	\$666,123.60	\$1,142,351.10
4050	\$1,102,126.50	\$551,063.25	\$666,123.60	\$1,217,186.85
4600	\$1,251,798.00	\$625,899.00	\$666,123.60	\$1,292,022.60
5150	\$1,401,469.50	\$700,734.75	\$666,123.60	\$1,366,858.35
5700	\$1,551,141.00	\$775,570.50	\$666,123.60	\$1,441,694.10
6250	\$1,700,812.50	\$850,406.25	\$666,123.60	\$1,516,529.85
6800	\$1,850,484.00	\$925,242.00	\$666,123.60	\$1,591,365.60
7350	\$2,000,155.50	\$1,000,077.75	\$666,123.60	\$1,666,201.35
7900	\$2,149,827.00	\$1,074,913.50	\$666,123.60	\$1,741,037.10
8450	\$2,299,498.50	\$1,149,749.25	\$666,123.60	\$1,815,872.85
9000	\$2,449,170.00	\$1,224,585.00	\$666,123.60	\$1,890,708.60
9550	\$2,598,841.50	\$1,299,420.75	\$666,123.60	\$1,965,544.35
10100	\$2,748,513.00	\$1,374,256.50	\$666,123.60	\$2,040,380.10
10650	\$2,898,184.50	\$1,449,092.25	\$666,123.60	\$2,115,215.85
11200	\$3,047,856.00	\$1,523,928.00	\$666,123.60	\$2,190,051.60
11750	\$3,197,527.50	\$1,598,763.75	\$666,123.60	\$2,264,887.35
12300	\$3,347,199.00	\$1,673,599.50	\$666,123.60	\$2,339,723.10
12850	\$3,496,870.50	\$1,748,435.25	\$666,123.60	\$2,414,558.85

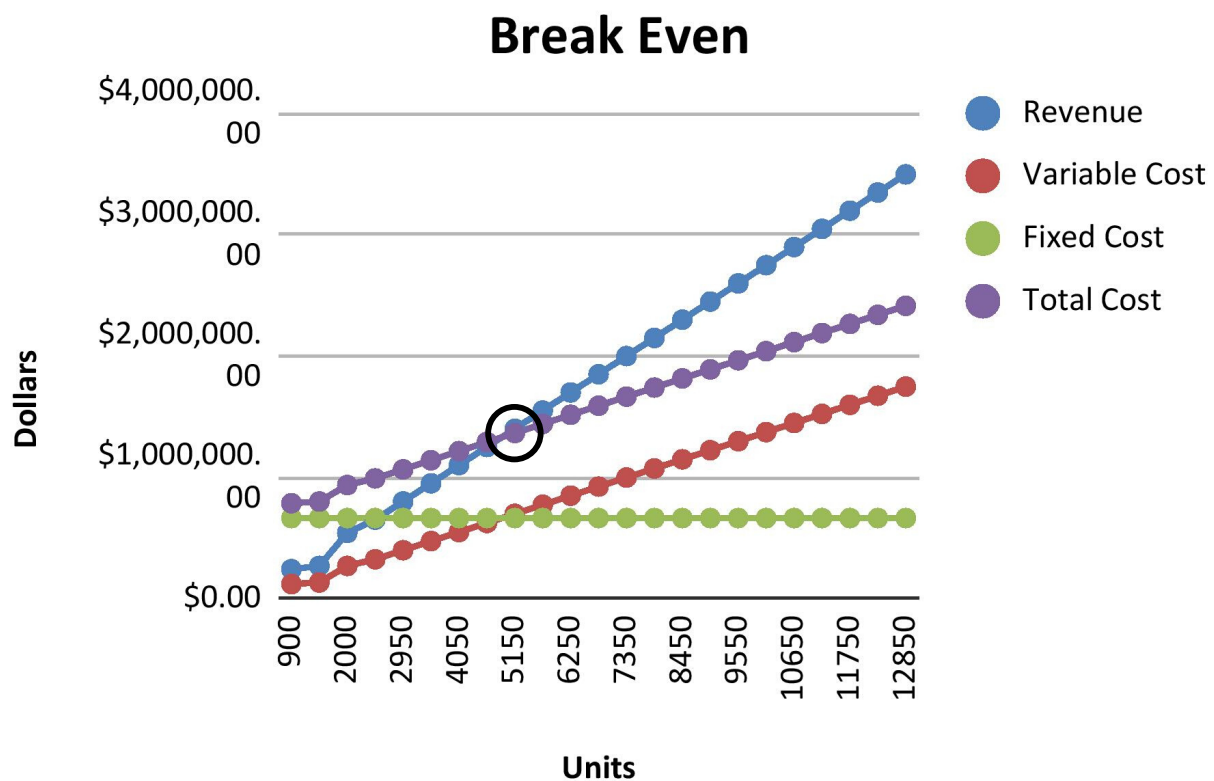
### Break even point in sales dollars: =

Average selling price x Breakeven point in units  
 Total sales at break even = \$1,332,247.20

### 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 = 4,896

# Break Even Graph



In order for the company to break even, we must sell 4,057 units which equates to a \$1,104,000 in sales. In order to reach this expectation, the company must sell about 11 products a day in order to become profitable.

# Balance Sheet

as of 01/24/2020

PET peeve

BALANCE SHEET

As of January 24, 2020

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
10100 Cash	12,334.33
<b>Total Bank Accounts</b>	<b>\$12,334.33</b>
Other Current Assets	
10300 Merchandise Inventory	-78,000.68
<b>Total Other Current Assets</b>	<b>\$ -78,000.68</b>
<b>Total Current Assets</b>	<b>\$ -65,666.35</b>
Fixed Assets	
10400 Computers	28,593.00
10410 Furniture & Fixtures	11,237.73
<b>Total Fixed Assets</b>	<b>\$39,830.73</b>
<b>TOTAL ASSETS</b>	<b>\$ -25,835.62</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20100 Accounts Payable (A/P)	11,237.73
<b>Total Accounts Payable</b>	<b>\$11,237.73</b>
Other Current Liabilities	
20500 Loan Payable	150,000.00
20990 Matching Social Security Payable	-5,877.74
<b>Total Other Current Liabilities</b>	<b>\$144,122.26</b>
<b>Total Current Liabilities</b>	<b>\$155,359.99</b>
<b>Total Liabilities</b>	<b>\$155,359.99</b>
Equity	
30100 Common Stock	20,000.00
Retained Earnings	
Net Income	-201,195.61
<b>Total Equity</b>	<b>\$ -181,195.61</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ -25,835.62</b>



# Projected Profit Loss

## PROJECTED FIRST YEAR INCOME STATEMENT

PETpeeve

11/01/19 - 04/30/19

	October	November	December	January	February	March	April
<b>Sales</b>							
Business to Business	0	42000	42000	42000	42000	42000	42000
Trade Show Sales	0	26860.73	30625	35000.68	35986.69	42653.36	
Internet Sales	0	0	500	1000	2000	3000	4000
Cost of Goods Sold	0	34430.365	36562.5	39000.34	39993.345	43826.68	23000
<b>GROSS PROFIT</b>	\$ -	\$ 34,430.37	\$ 36,562.50	\$ 39,000.34	\$ 39,993.35	\$ 43,826.68	\$ 23,000.00
<b>Operating Expenses</b>							
Salary (Office & Overhead)	\$ 34,953.75	\$ 34,953.75	\$ 34,953.75	\$ 34,953.75	\$ 34,953.75	\$ 34,953.75	\$ 34,953.75
Payroll (taxes, etc.)	\$ 3,890.34	\$ 3,890.34	\$ 3,890.34	\$ 3,890.34	\$ 3,890.34	\$ 3,890.34	\$ 3,890.34
Supplies	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
Advertising	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Car, Delivery, Travel	\$ 100.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00
Legal Expenses	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00
Rent	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00
Telephone	\$ 247.50	\$ 247.50	\$ 247.50	\$ 247.50	\$ 247.50	\$ 247.50	\$ 247.50
Utilities	\$ 728.00	\$ 728.00	\$ 728.00	\$ 728.00	\$ 728.00	\$ 728.00	\$ 728.00
Insurance	\$ 428.00	\$ 428.00	\$ 428.00	\$ 428.00	\$ 428.00	\$ 428.00	\$ 428.00
Loan Interest	\$ 875.00	\$ 862.00	\$ 850.00	\$ 838.00	\$ 825.00	\$ 813.00	\$ 800.00
Loan Principle	\$ 2,095.00	\$ 2,107.00	\$ 2,119.00	\$ 2,132.00	\$ 2,144.00	\$ 2,157.00	\$ 2,170.00
Software Licensing	\$ 1,088.00	\$ 1,088.00	\$ 1,088.00	\$ 1,088.00	\$ 1,088.00	\$ 1,088.00	\$ 1,088.00
<b>TOTAL OPERATING EXPENSES</b>	\$ 48,505.59	\$ 48,904.59	\$ 48,904.59	\$ 48,904.59	\$ 48,905.59	\$ 48,904.59	\$ 48,905.59
<b>NET PROFIT/LOSS BEFORE TAXES</b>	\$ (14,075.23)	\$ (12,342.09)	\$ (9,904.25)	\$ (8,912.25)	\$ (5,077.91)	\$ (25,905.59)	\$ (25,905.59)
Income Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>NET PROFIT/LOSS AFTER TAX</b>	\$ (14,075.23)	\$ (12,342.09)	\$ (9,904.25)	\$ (8,912.25)	\$ (5,077.91)	\$ (25,905.59)	\$ (25,905.59)
Owner draw or dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>RETAINED EARNINGS</b>	\$ (14,075.23)	\$ (12,342.09)	\$ (9,904.25)	\$ (8,912.25)	\$ (5,077.91)	\$ (25,905.59)	\$ (25,905.59)

This is the projected first year income from all of our company's expenses. The company plans to keep the same amount of spending every month in order the most amount of money.

# Three Year Sales Projection

	Year 1 (actual/projected)	Year 2 (projected)	Year 3 (projected)
Sales			
Sales Contract	\$252,000.00	\$378,000.00	\$567,000.00
Trade Show Sales	\$171,126.46	\$196,795.43	\$236,154.51
Online Sales	\$10,500.00	\$31,500.00	\$94,500.00
COGS	\$216,813.23	\$303,147.71	\$448,827.26
Total Profit	\$216,813.23	\$303,147.71	\$448,827.26
Total Operating Expenses	\$293,030.56	\$339,643.48	\$367,611.22
Profit/Loss	<b>-\$76,217.33</b>	<b>-\$36,495.76</b>	\$81,216.03

The finance team predicted these costs through how much the company earns in trade shows. Even though we lose a significant amount during the two years of operation, it's expected as most startups don't earn money during its first years. But, we predicted that at this pace of sales and from the first trade show, PETpeeve would become profitable for its third year.

# PETpeeve's Bank Balance

Account	Account no	Balance
<a href="#">PET Peeve (Budget Checking)</a>	630230331	\$396,154.51

Balance
\$396,154.51

As of January 24, 2019

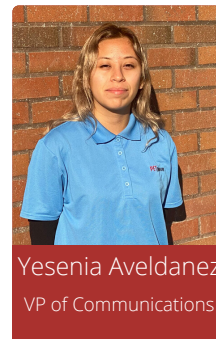


# PETpeeve's Leaders

## Chief Officers



## Vice Presidents





# PETpeeve's Associate Team



Martha Salcido  
Associate of  
Human Resources



Jose Valledares  
Associate of  
Human Resources



Valeria Velasquez  
Associate of  
Communications



Brisa Cruz  
Associate of  
Communications



Jamie Arias  
Associate of Arts and  
Publication



Estrella Espinoza  
Associate of Arts and  
Publication



Elizabeth Victoria  
Associate of  
Digital Media



Heidi Guerrero  
Associate of Digital  
Media



Alfonso Mendez  
Associate of Digital  
Media



Oliver Sajche  
Associate of Digital  
Media



Jaqueline Garcia  
Associate of  
Accounting



Santiago Palomares  
Associate of  
Accounting



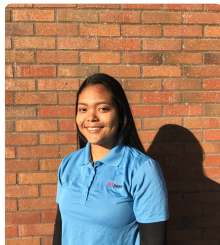
David Bravo  
Associate of  
Accounting



Ivan Serna  
Associate of  
Marketing



Jonathan Nolasco  
Associate of  
Marketing



Madelin Hernandez  
Associate of  
Marketing



Riley Kungl  
Associate of  
Sales



Azucena Espinoza  
Associate of  
Sales



Basi Hernandez  
Associate of  
Sales



