	TRAVALYNX 3 YEAR CASH-FLOW Expansion plan								
		$250,000 investment in year one.							
		Year 1: launch in all popular U.S. cities and destinations.							
		Year 2: launch all US, Canada, Mexico and Caribbean.							
		Year 3: European expansion including UK & Ireland, France, Germany & Italy.							
			FIRST YEAR- Qtr 1	**FIRST YEAR- Qtr 2**	**FIRST YEAR- Qtr 3**	**FIRST YEAR- Qtr 4**	**FIRST YEAR**	**SECOND YEAR**	**THIRD YEAR**
EXPENSES									
	Staff	General Manager	$7,500	$7,500	$7,500	$7,500	$30,000	$80,000	$85,000
		Product Manager						$100,000	$110,000
		Editor (US)	$10,000	$10,000	$10,000	$10,000	$40,000	$65,000	$70,000
		Assistant Editor						$45,000	$50,000
		Assistant Editor 2							$45,000
		B2B editor						$40,000	$45,000
		B2B editor 2							$40,000
		Data entry/Research	$3,750	$3,750	$3,750	$3,750	$15,000	$15,000	$15,000
		Data entry/Research 2	$3,750	$3,750	$3,750	$3,750	$15,000	$15,000	$15,000
		Data entry/Research 3&4	$7,500	$7,500	$7,500	$7,500	$30,000	$30,000	$30,000
		Data entry/Research 5-10						$75,000	$75,000
		Sales Director						$100,000	$120,000
		Sales Associate						$80,000	$80,000
		Sales Associate							$80,000
		Programmer	$23,750	$23,750	$23,750	$23,750	$95,000	$100,000	$105,000
		Programmer						$100,000	$105,000
		Programmer							$100,000
	Marketing	Marketing Manager						$50,000	$50,000
		Public Relations						$25,000	$50,000
		B2B Relations Manager						$60,000	$60,000
		SEO/SEM/On-line Advertising						$150,000	$300,000
	Operations	Marist Cloud Environment	$2,550	$2,550	$2,550	$2,550	$10,200	$15,000	$25,000
		Travel and Entertainment	$500	$500	$500	$500	$2,000	$25,000	$50,000
		Legal, Accounting & Insurance	$1,875	$1,875	$1,875	$1,875	$7,500	$45,000	$85,000
		Office rent						$25,000	$25,000
		Office. Equip/Supplies/Postage						$25,000	$35,000
			$61,175	**$61,175**	**$61,175**	**$61,175**	$244,700	**$1,265,000**	**$1,850,000**
			$1,223.50	$1,223.50	$1,223.50	$1,223.50	$4,894.00	$63,250	$92,500
			$62,399	**$62,399**	**$62,399**	**$62,399**	**$249,594**	**$1,328,250**	**$1,942,500**
EXPENSES		Average Monthly Unique visitors					6,000	50,000	100,000
5% CONTINGENCY		Total Monthly Visits (3X)					18,000	60,000	120,000
TOTAL EXPENSES		Average Annual Unique visitors (Soft Launch Q3)					36,000	600,000	1,200,000
	CONSUMER TRAFFIC	Total Annual Visits (3X)					108,000	1,800,000	3,600,000
	CONSUMER Revenue								
	Telephone	Net $1.00 per minute through MyAssist.com Private Label, average call 3 minutes, 6 calls/year- $18/year, 1.5% conversion rate			$2,430	$7,290	$9,720	$162,000	$324,000
REVENUE									
	Advertising	1.5% of visits will click thru to a text ad ($1.75)			$708.75	$2,126.25	$2,835	$47,250	$94,500
		Impressions- $5.00/CPM(cost per thousand, 3 page views), year 1; $7.50/CPM year 2; $12.50/CPM year 3, 2 banner ads/page			$270	$810	$1,080	$27,000	$90,000
		Listings that are registered with Commission Junction (pay affiliate fees)- 3 page views/visit; 1 click through per 3 page views; 12.5¢/click			$1,125	$3,375	$4,500	$75,000	$150,000
		0.2% of visits will book a vacation package. Hotel, airfare, car rental, all inclusive. ($700 average booking, 5%($35) net to Travalynx)			$630	$1,890	$2,520	$42,000	$84,000
	Total				**$3,281**	**$5,468**	$10,935	**$191,250**	**$418,500**
	BUSINESS to BUSINESS	Business partners average 250,000/month unique visitors. However, only 25% click-through to Travalynx content					5000	250000	625000
		Total Monthly Visits (3X)					15000	750000	1875000
		Average Annual Unique visitors					60000	3000000	7500000
	BUSINESS TRAFFIC	Total Annual Visits (3X)					180000	9000000	22500000
		We assumed that conversion rates/ad revenue for co-branded deals would be 1/4 of our consumer site- all categories below reflect that thinking							
	Telephone	Net $1.00 per minute through MyAssist.com Private Label, average call 3 minutes, 6 calls/year- $18/year, 1.5% against Unique visitors					$16,200	$810,000	$2,025,000
	Advertising	1.5% of visits will click thru to a text ad ($1.75)			$295	$886	$1,181	$59,063	$295,313
		Impressions- $12.50/CPM(cost per thousand, 3 page views), 2 banner ads/page			$563	$1,688	$2,250	$112,500	$281,250
		Listings that are registered with Commission Junction (pay affiliate fees)- 3 page views/visit; 1 click through per 3 page views; 12.5¢/click			$938	$2,813	$3,750	$187,500	$468,750
		0.2% of visits will book a vacation package. Hotel, airfare, car rental, all inclusive. ($700 average booking, 5%($35) net to Travalynx)			$525	$1,575	$2,100	$105,000	$262,500
	Revenue Split	50/50 revenue split with business partner					**$4,641**	**$232,031**	**$653,906**
	Co-branded Partners						1	4	10

	Total Co-branded revenue						$4,641	$928,125	**$6,539,063**
	Co Branded Customization fee	$25,000 per customer					$25,000	$100,000	**$250,000**
		Licensing and design customization							
	Private Label	US Only- $75,000					$75,000	$225,000	**$375,000**
		number of deals					1	3	5
	Private Label International	Total US- $175,000						$175,000	**$525,000**
Licensing deals-web		number of deals						1	3
		Licensing fee is $150,000 (includes $25,000 for customization) Designed for big accounts like Hertz, Avis, Marriott, AAA etc							
	Mobile App Deals	number of deals					0	2	4
		Licensing fee is $75,000 Designed for big accounts like Hertz, Avis, Marriott, AAA, etc, as an upsell.			$0	$0	$0	$150,000	$300,000
	BUSINESS REVENUE	**Total**	**$0**	**$0**	**$0**	**$0**	$109,281	$1,810,156	**$8,642,969**
			$0	**$0**	**$0**	**$0**	$120,216	$2,001,406	**$9,061,469**
			0% of annual total revenuel	0% of annual total revenuel	25% of annual total revenuel	75% of annual total revenuel			
			-$62,399	***-$62,399***	***-$62,399***	***-$62,399***	*-$129,378*	***$673,156***	***$7,118,969***
TOTAL REVENUE									
NET PROFIT/LOSS									