

PlantSnap, Inc.

PROFIT AND LOSS

January - December 2017

	TOTAL
Income	
Sales	0.00
Apple	231,166.85
Google	22,524.86
Total Sales	253,691.71
Sales Crowdfunding	66,725.32
Total Income	\$320,417.03
Cost of Goods Sold	
App Maintenance	357,962.87
Cost of Goods Sold	43.31
Shipping	917.96
Web hosting and development	96,239.27
Total Cost of Goods Sold	\$455,163.41
GROSS PROFIT	\$ -134,746.38
Expenses	
Advertising & Marketing	819,958.38
Automobile Expense	225.08
Bank Charges & Fees	1,988.78
Contractors	9,198.75
Credit Card Fees	1,273.22
Dues & Subscriptions	99.00
Insurance	0.00
Auto	1,060.25
Health	2,238.54
Life	2,242.02
Total Insurance	5,540.81
Interest Expense	21,570.58
Kickstarter Rewards	3,209.38
Legal & Professional Services	18,902.95
Meals & Entertainment	3,435.45
Office Supplies & Software	27,685.13
Other Business Expenses	250.00
Payment Processing Fees	150.00
Repairs & Maintenance	285.60
Suspense	-102,480.00
Taxes & Licenses	588.01
Telephone Expense	2,321.68
Travel	33,075.76
Utilities	24,429.19
Total Expenses	\$871,707.75
NET OPERATING INCOME	\$ -1,006,454.13
Other Expenses	
Amortization	45,038.00

	TOTAL
Total Other Expenses	\$45,038.00
NET OTHER INCOME	\$ -45,038.00
NET INCOME	\$ -1,051,492.13