

PlantSnap, Inc.

PROFIT AND LOSS

January - September, 2017

	TOTAL
Income	
Sales	0.00
Apple	44,129.74
Google	15,492.27
Total Sales	59,622.01
Sales Crowdfunding	66,725.32
Total Income	\$126,347.33
Cost of Goods Sold	
App Maintenance	264,811.51
Shipping	833.74
Web hosting and development	21,302.59
Total Cost of Goods Sold	\$286,947.84
GROSS PROFIT	\$ -160,600.51
Expenses	
Advertising & Marketing	375,531.30
Automobile Expense	168.71
Bank Charges & Fees	1,863.78
Contractors	2,500.00
Credit Card Fees	450.00
Dues & Subscriptions	99.00
Insurance	0.00
Auto	518.07
Health	2,238.54
Life	1,486.44
Total Insurance	4,243.05
Interest Expense	11,509.53
Kickstarter Rewards	3,209.38
Legal & Professional Services	17,186.95
Meals & Entertainment	2,963.95
Office Supplies & Software	19,490.48
Other Business Expenses	250.00
Payment Processing Fees	150.00
Repairs & Maintenance	285.60
Taxes & Licenses	88.01
Telephone Expense	1,574.53
Travel	24,127.80
Utilities	13,239.55
Total Expenses	\$478,931.62
NET OPERATING INCOME	\$ -639,532.13
Other Expenses	
Amortization	39,913.00
Total Other Expenses	\$39,913.00

No assurance is provided on these financial statements.

Substantially all disclosures ordinarily included in financial statements prepared on the tax-basis of accounting are not included.

	TOTAL
NET OTHER INCOME	\$ -39,913.00
NET INCOME	\$ -679,445.13

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