

The Purple Project

Fundamental Business Insights (FBI's) & Financial Reports

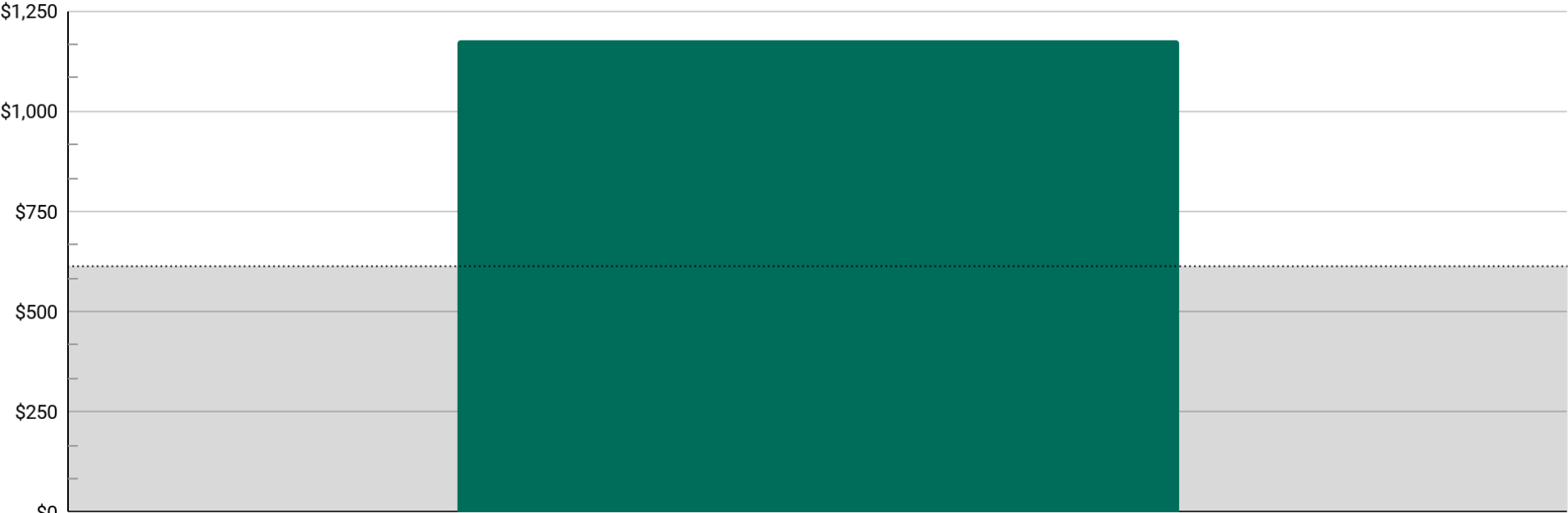
We've summarized your bookkeeping into 💡 **10 simple Insights** that provide a fundamental understanding of the numbers of your business.

Summary - December 2021		
How much did I bring in?	💡 Your income was \$1,176	Pg. 2
How much did I spend?	💡 Your expenses were \$586	Pg. 3
What was my profit?	💡 You had a profit of \$590	Pg. 5
What percentage of my income did I keep?	💡 Your profit margin was 50%	Pg. 6
How much did my cash change?	💡 Your bank account balances went up by \$590	Pg. 7
How am I doing quarterly?	💡 Last quarter was 195% higher than the previous quarter	Pg. 9
What have I made this year?	💡 So far this year, you have a profit of \$939	Pg. 10
What will I make this year?	💡 You are forecasted to profit \$939 by the end of 2022	Pg. 11
What have I made all time?	💡 You have a cumulative profit of \$939	Pg. 12
What do I own & what do I owe?	💡 You have positive equity of \$830	Pg. 13
Financial Reports		Pg. 14

How much did I bring in?

💡 Your income was \$1,176. This was 92% higher than your average

■ Dec '21 ■ Average

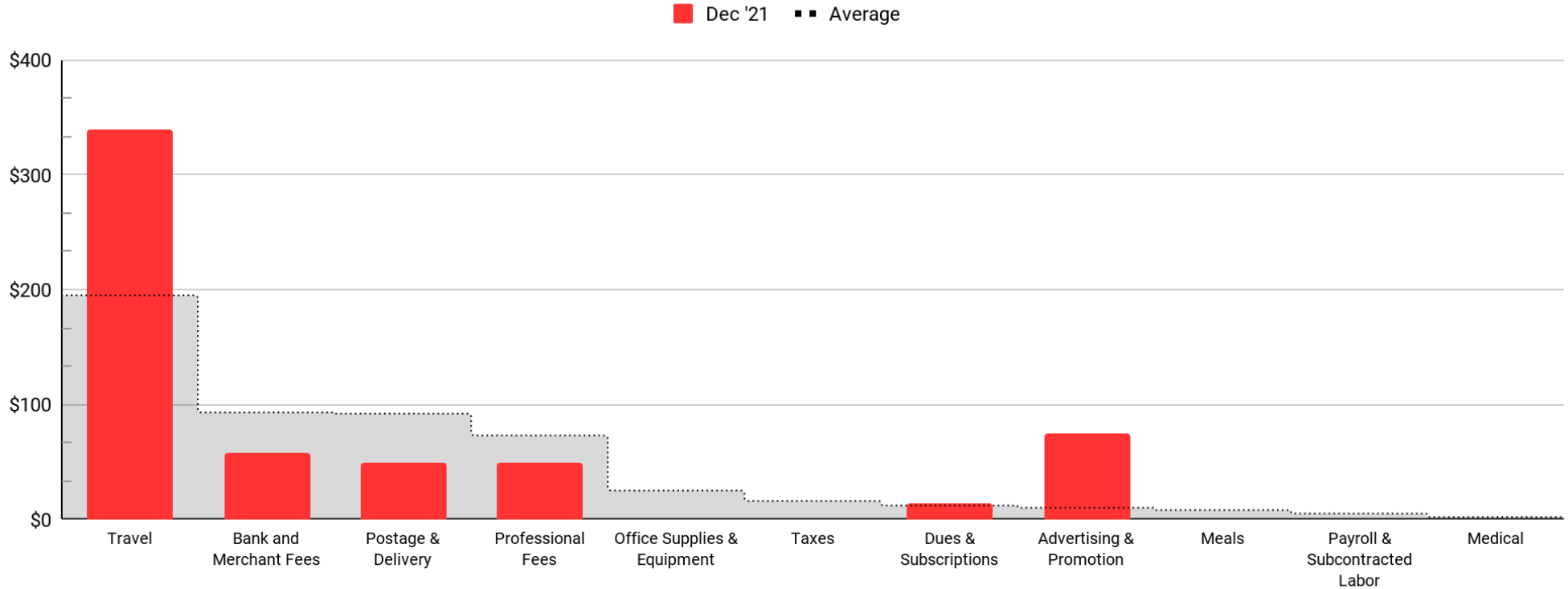


Income

Income by Category	Average	Dec '21	Difference
Income	\$613	\$1,175	+\$562

How much did I spend?

💡 Your expenses were \$586. This was 10% higher than your average



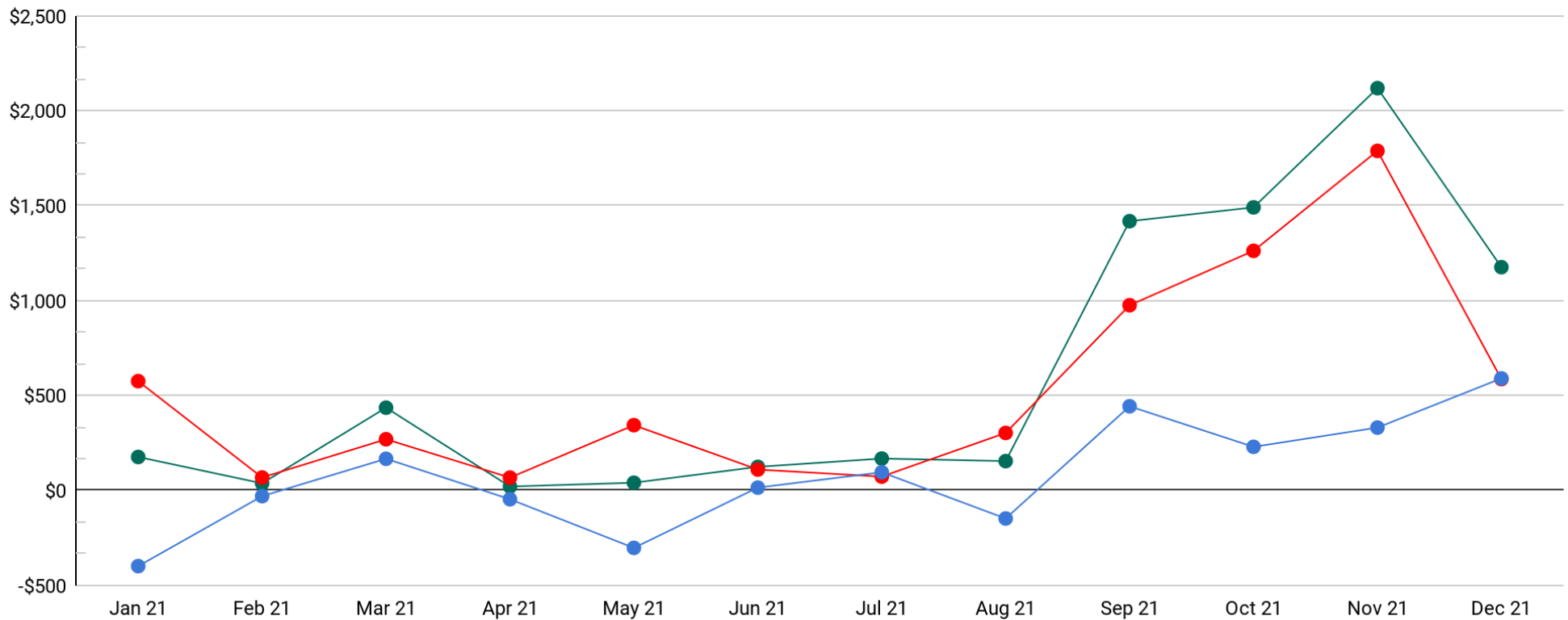
Expenses By Category	Average	Dec '21	Difference
Travel	\$195	\$339	+\$144
Bank and Merchant Fees	\$93	\$58	-\$35
Postage & Delivery	\$92	\$49	-\$43
Professional Fees	\$73	\$49	-\$24
Office Supplies & Equipment	\$25	\$0	-\$25

What was my profit?

💡 You had a profit of \$590. This was 654% higher than your average

	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Average
Income	176	37	435	20	40	124	167	154	1,418	1,491	2,119	1,176	613
Expenses	575	68	269	67	343	109	72	302	975	1,262	1,788	586	535
Profit	-399	-31	166	-47	-303	14	95	-148	443	229	331	590	78

● Income ● Expenses ● Profit



What percentage of my income did I keep?

💡 Your expenses were 50% of your income, leaving you with a profit margin of 50%

	Dec '21	Last 12 Mths	All time
Income	100%	100%	100%
Expenses as a % of income	50%	87%	87%
Profit margin	50%	13%	13%

Expenses as a % of income (detail)			
Travel	29%	32%	32%
Advertising & Promotion	6%	0%	0%
Bank and Merchant Fees	5%	15%	15%
Postage & Delivery	4%	15%	15%
Professional Fees	4%	12%	12%
Office Supplies & Equipment	0%	4%	4%
Taxes	0%	3%	3%

Accounts with all columns below 2% have been omitted.

How much did my cash change?

💡 You made \$590. And your bank account balances went up by the same amount

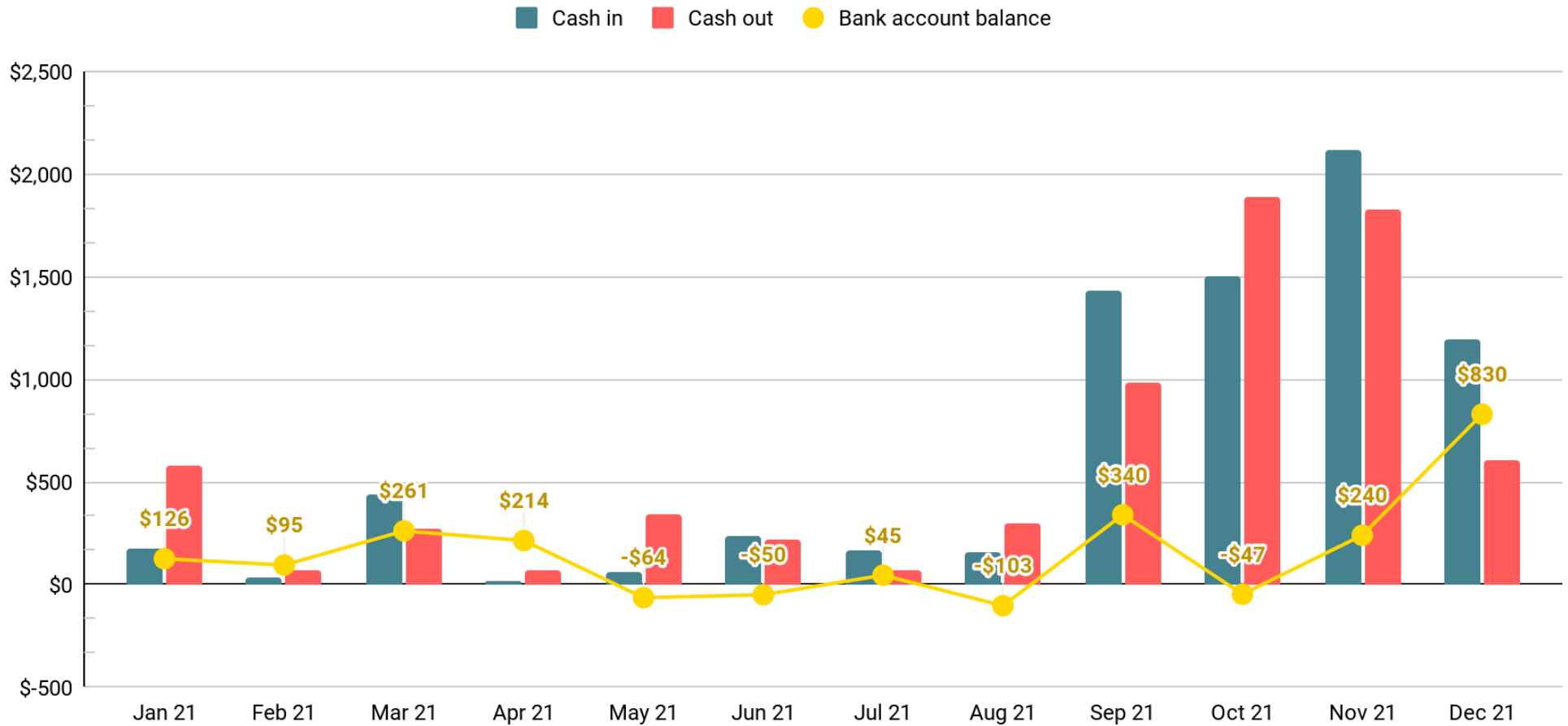
Your bank account balances at the end of November		\$240
Your profit in December	+	\$590
Owner contributions, distributions, and personal purchases	-	\$0
Other increases to cash that did not affect Income (see details below)	+	\$0
Other decreases to cash that did not affect Expenses (see details below)	-	\$0
Your bank account balances at the end of December	=	\$830

Other Increases to Cash	November '21	December '21	Difference
<u>Assets</u> down (creating cash)			
<u>Liabilities</u> up (creating or freeing up cash)			
Total			\$0

Other Decreases to Cash	November '21	December '21	Difference
<u>Liabilities</u> down (using up cash)			
<u>Assets</u> up (instead of cash)			
Total			\$0

💡 On average, your bank account balances go up each month by \$25

	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Average
Cash in	176	37	435	20	65	234	167	154	1,429	1,506	2,119	1,192	628
Cash out	575	68	269	67	343	220	72	302	986	1,893	1,831	602	602
Difference	-399	-31	166	-47	-278	14	95	-148	443	-387	288	590	25
Bank account balance	126	95	261	214	-64	-50	45	-103	340	-47	240	830	157

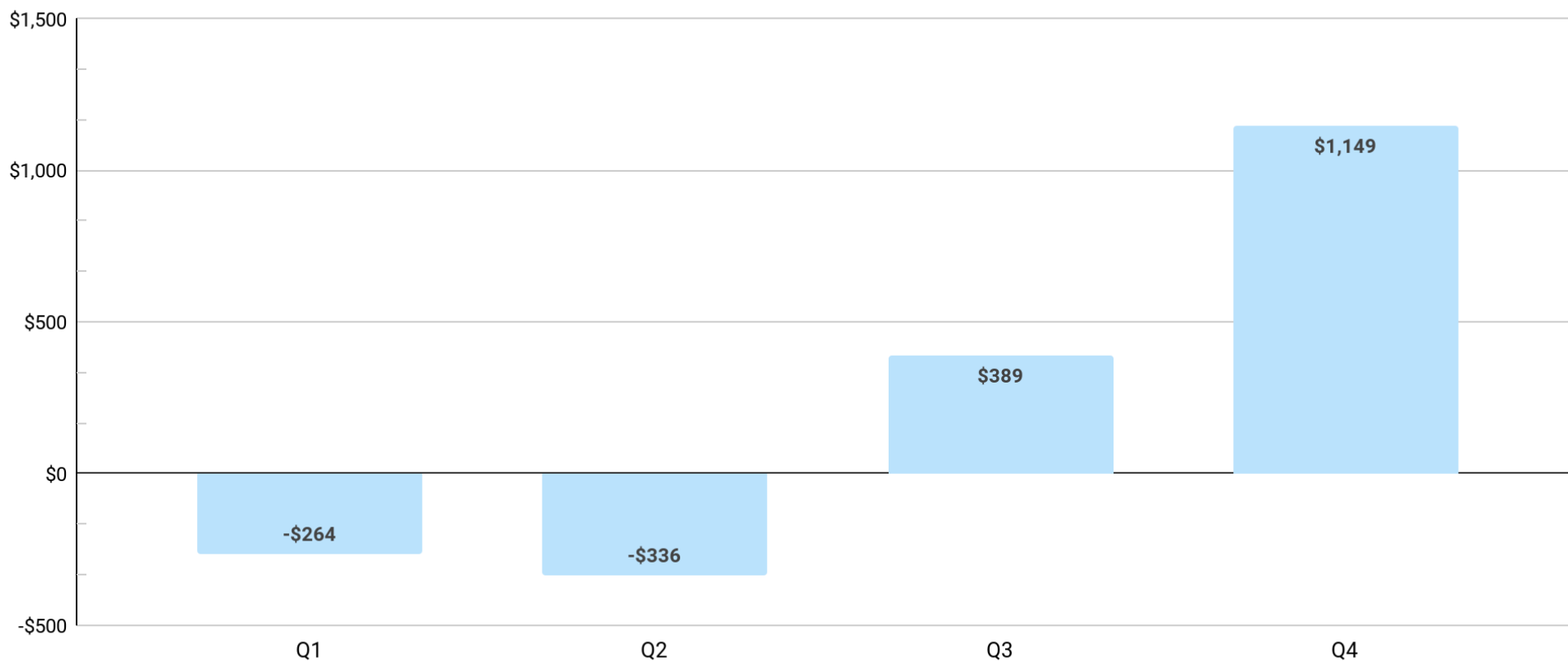


How am I doing quarterly?

💡 Q4 2021 profit was 195% higher than the previous quarter

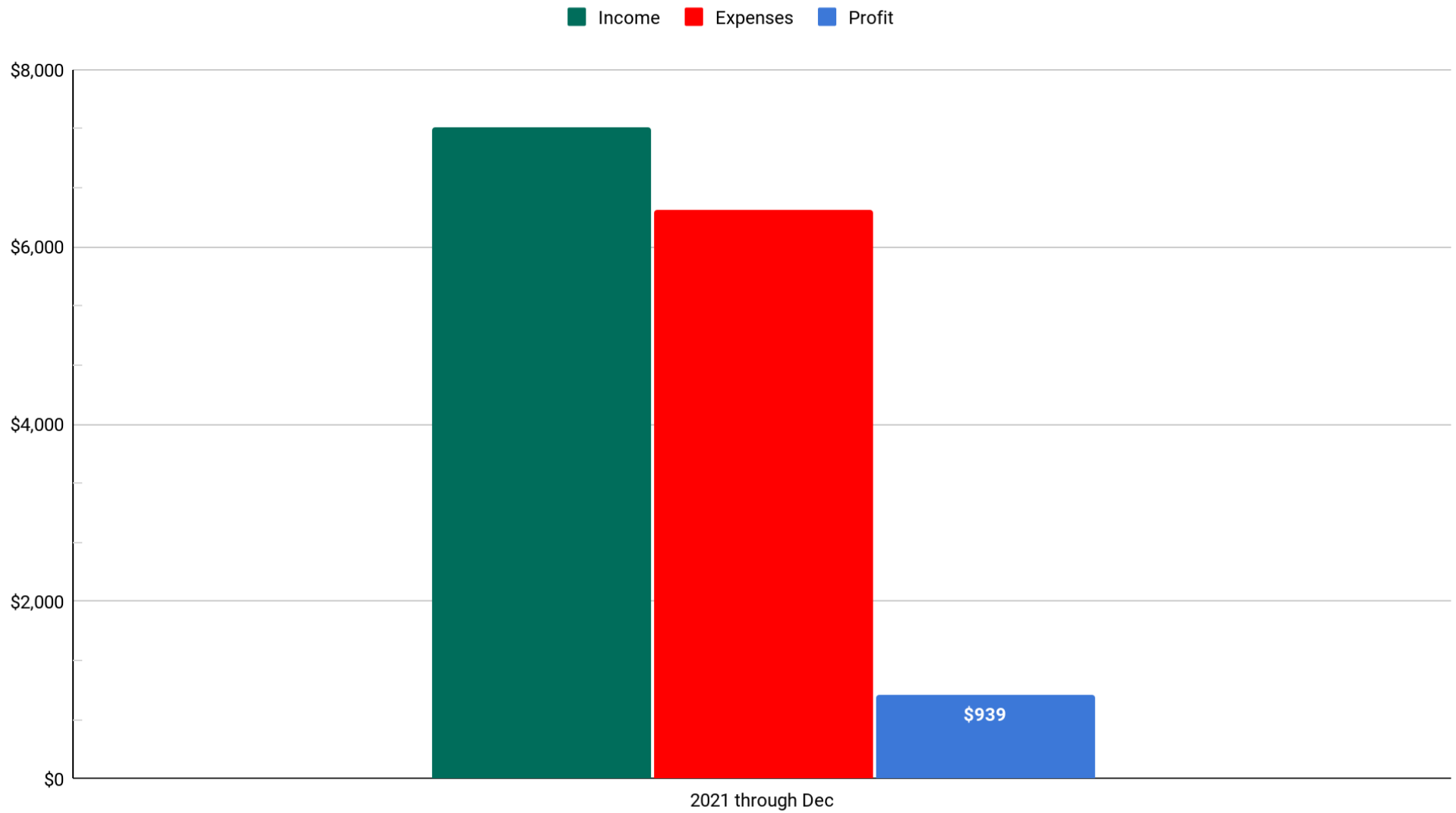
	Q3 2021	vs	Q4 2021	\$ Diff	% Diff
Income	1,739		4,785	+\$3,046	175%
Expenses	1,350		3,636	+\$2,286	169%
Profit	389		1,149	+\$760	195%

	Q4 2020	vs	Q4 2021	\$ Diff	% Diff
Income	-		4,785	-	-
Expenses	-		3,636	-	-
Profit	-		1,149	-	-



What have I made this year?

💡 So far this year, you have a profit of \$939.

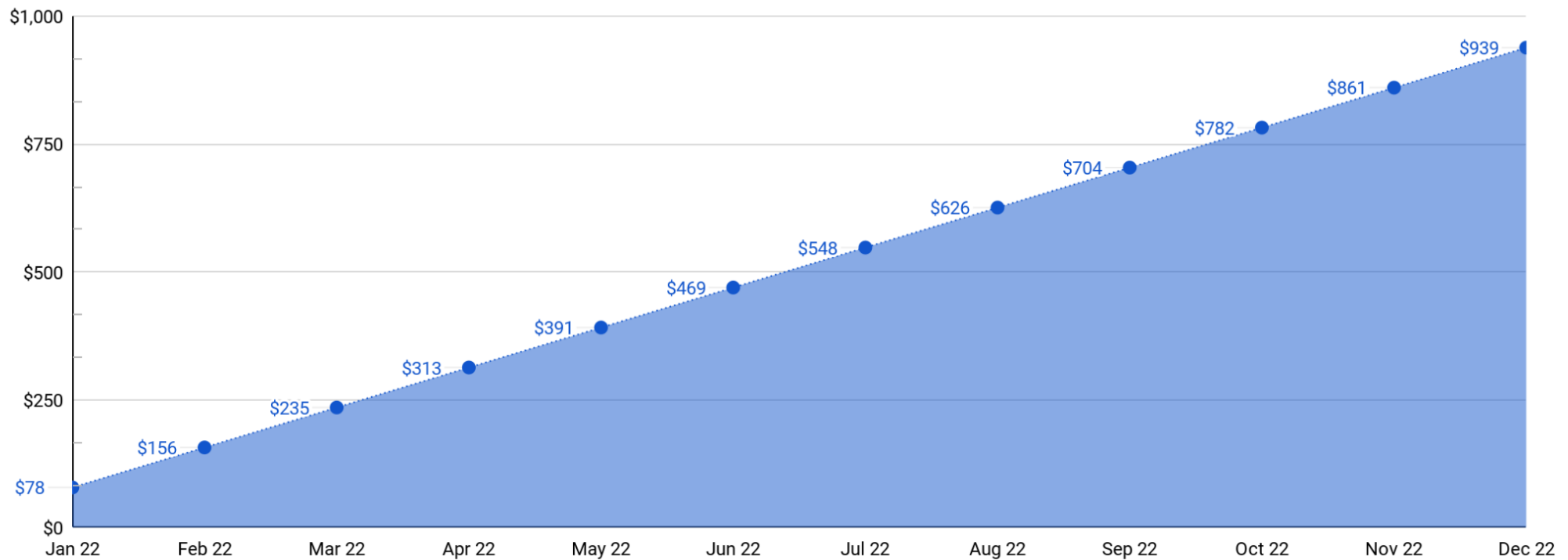


What will I make this year?

💡 You are forecasted to profit \$939 by the end of 2022

	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Total
Income	613	613	613	613	613	613	613	613	613	613	613	613	7,356
Expenses	535	535	535	535	535	535	535	535	535	535	535	535	6,417
Profit	78	78	78	78	78	78	78	78	78	78	78	78	939

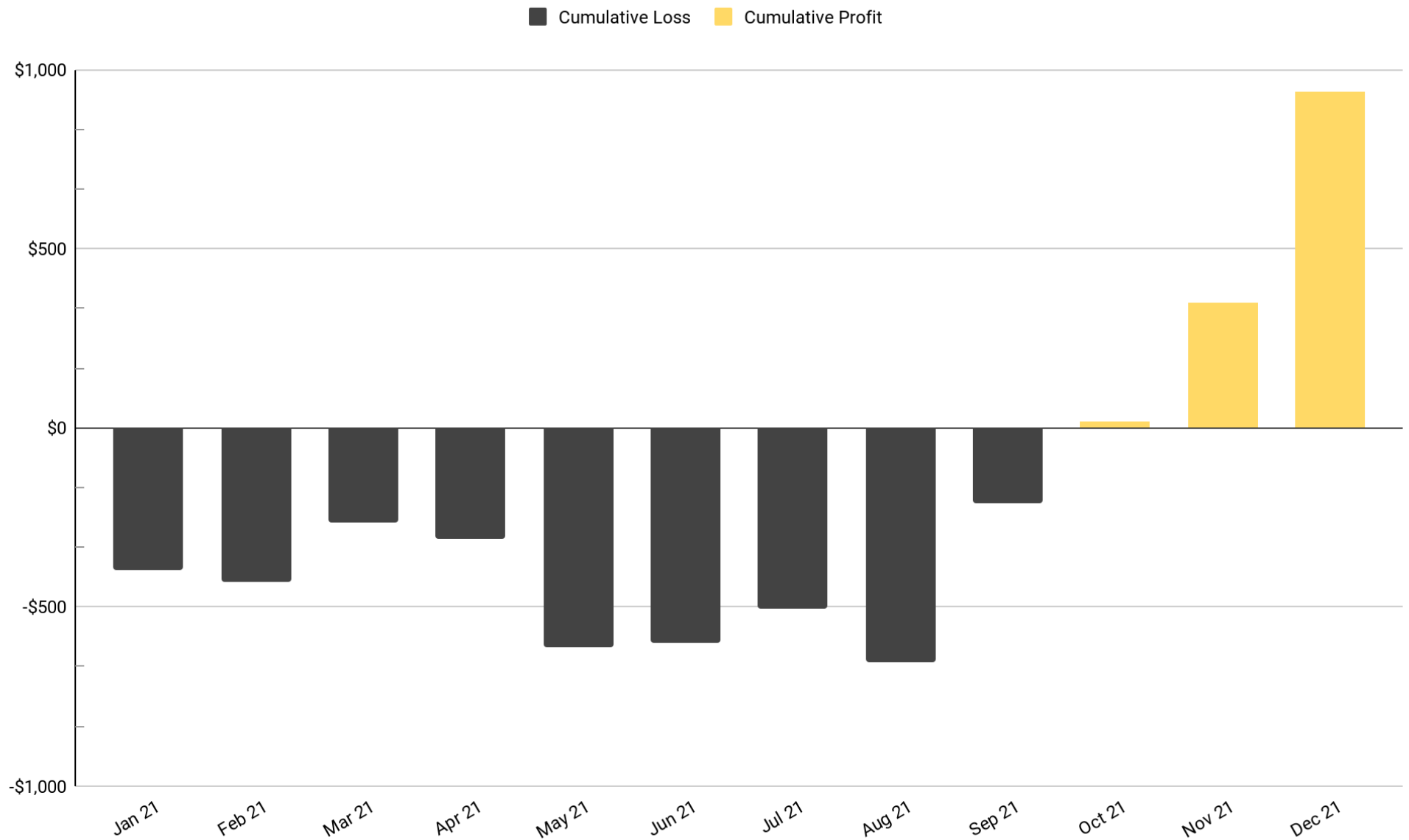
● Actual ● Forecast



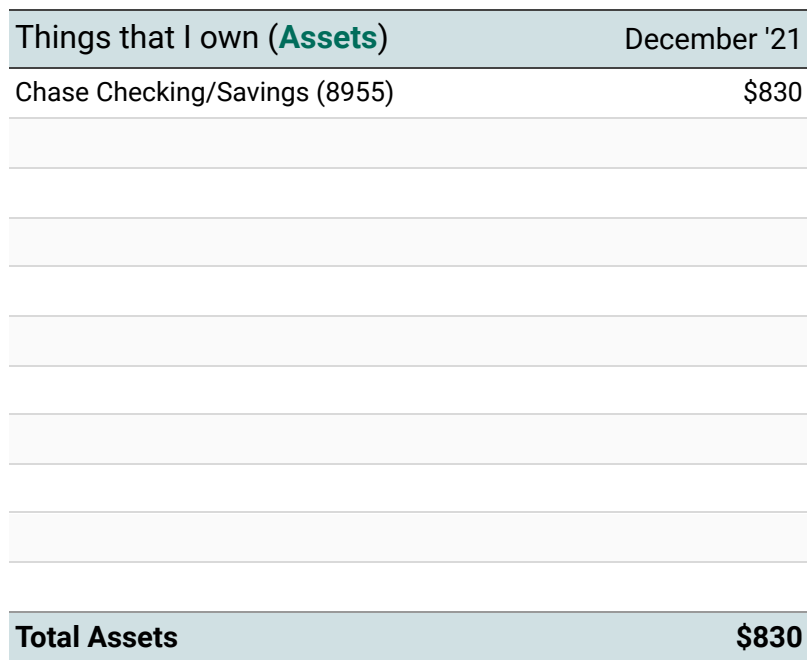
Forecast is based on a historical trend of your performance over the last 12 months.

What have I made all time?

💡 Since January 2021, you've brought in \$7,356 and spent \$6,417, resulting in a profit of \$939



💡 You have \$830 in assets and \$0 in liabilities, resulting in positive equity of \$830

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QuickBooks Financial Reports

Income Statement - 12 Months

Income Statement - Yearly Comparison

Income Statement - By Class

Balance Sheet - Yearly Comparison

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Profit & Loss - 12 Month Comparison
January through December 2021

Cash Basis

	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	TOTAL
Income													
Income	175.77	36.81	435.43	20.00	40.00	123.62	167.34	153.90	1,417.98	1,490.83	2,118.90	1,175.62	7,356.20
Total Income	175.77	36.81	435.43	20.00	40.00	123.62	167.34	153.90	1,417.98	1,490.83	2,118.90	1,175.62	7,356.20
Expense													
Advertising & Promotion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	54.02	0.00	75.05	129.07
Bank and Merchant Fees	23.60	13.37	18.10	12.88	48.04	55.43	18.20	82.04	564.94	89.35	135.77	58.44	1,120.16
Dues & Subscriptions	0.00	5.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00	145.00
Meals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	103.28	0.00	103.28
Medical	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	34.87	0.00	0.00	34.87
Office Supplies & Equipment	0.00	0.00	131.61	0.00	18.48	0.00	0.00	0.00	0.00	85.98	66.30	0.00	302.37
Payroll & Subcontracted Labor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	60.00	0.00	0.00	0.00	60.00
Postage & Delivery	128.57	9.20	65.46	0.00	29.38	0.00	0.00	166.36	296.25	70.99	291.65	49.50	1,107.36
Professional Fees	422.99	39.99	39.99	39.99	39.99	39.99	39.99	39.99	39.99	39.99	49.00	49.00	880.90
Taxes	0.00	0.00	0.00	0.00	193.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	193.38
Travel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	872.52	1,128.38	339.98	2,340.88
Total Expense	575.16	67.56	269.16	66.87	343.27	109.42	72.19	302.39	975.18	1,261.72	1,788.38	585.97	6,417.27
Net Income	-399.39	-30.75	166.27	-46.87	-303.27	14.20	95.15	-148.49	442.80	229.11	330.52	589.65	938.93

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Profit & Loss - Yearly Comparison

January 2019 through December 2021

Cash Basis

	Jan - Dec 19	Jan - Dec 20	Jan - Dec 21	TOTAL
Income				
Income	0.00	0.00	7,356.20	7,356.20
Total Income	0.00	0.00	7,356.20	7,356.20
Expense				
Advertising & Promotion	0.00	0.00	129.07	129.07
Bank and Merchant Fees	0.00	0.00	1,120.16	1,120.16
Dues & Subscriptions	0.00	0.00	145.00	145.00
Meals	0.00	0.00	103.28	103.28
Medical	0.00	0.00	34.87	34.87
Office Supplies & Equipment	0.00	0.00	302.37	302.37
Payroll & Subcontracted Labor	0.00	0.00	60.00	60.00
Postage & Delivery	0.00	0.00	1,107.36	1,107.36
Professional Fees	0.00	0.00	880.90	880.90
Taxes	0.00	0.00	193.38	193.38
Travel	0.00	0.00	2,340.88	2,340.88
Total Expense	0.00	0.00	6,417.27	6,417.27
Net Income	0.00	0.00	938.93	938.93

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Profit & Loss - YTD by Class

Cash Basis

January through December 2021

	Unclassified	TOTAL
Income		
Income	7,356.20	7,356.20
Total Income	7,356.20	7,356.20
Expense		
Advertising & Promotion	129.07	129.07
Bank and Merchant Fees	1,120.16	1,120.16
Dues & Subscriptions	145.00	145.00
Meals	103.28	103.28
Medical	34.87	34.87
Office Supplies & Equipment	302.37	302.37
Payroll & Subcontracted Labor	60.00	60.00
Postage & Delivery	1,107.36	1,107.36
Professional Fees	880.90	880.90
Taxes	193.38	193.38
Travel	2,340.88	2,340.88
Total Expense	6,417.27	6,417.27
Net Income	938.93	938.93

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Balance Sheet - Yearly Comparison

Cash Basis

As of December 31, 2021

	Dec 31, 19	Dec 31, 20	Dec 31, 21
ASSETS			
Current Assets			
Checking/Savings			
Chase Checking/Savings (8955)	0.00	251.62	829.76
Paypal	0.00	273.43	0.00
Total Checking/Savings	0.00	525.05	829.76
Total Current Assets	0.00	525.05	829.76
TOTAL ASSETS	0.00	525.05	829.76
LIABILITIES & EQUITY			
Equity			
Contributions - Jordan Conole	0.00	525.05	550.01
Distributions - Jordan Conole	0.00	0.00	-659.18
Net Income	0.00	0.00	938.93
Total Equity	0.00	525.05	829.76
TOTAL LIABILITIES & EQUITY	0.00	525.05	829.76