

MONTHS:		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24											
EXPENSES:		CASH INVESTMENTS: USD		25,000	USD	25,000	USD	25,000	USD	25,000	USD	500,000																								
FIXED:																																				
Office/Rent																																				
PAYYAP LLC (75 Park Avenue, Suite 2607, NY, NY)		USD	(200)	USD	(200)	USD	(200)	USD	(200)	USD	(200)	USD	(200)	USD	(200)	USD	(200)	USD	(200)	USD	(200)	USD	(200)	USD	(200)	USD	(200)									
Misc:		USD	(50)	USD	(50)	USD	(50)	USD	(50)	USD	(50)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)									
subtotal		USD	(250)	USD	(250)	USD	(250)	USD	(250)	USD	(1,200)	USD	(1,200)	USD	(1,200)	USD	(1,200)	USD	(1,200)	USD	(1,200)	USD	(3,200)	USD	(3,200)	USD	(3,200)									
Executive																																				
CEO		USD	(7,000)	USD	(7,000)	USD	(7,000)	USD	(7,000)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)									
CFO		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Head of HR		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	(4,500)	USD	(4,500)	USD	(4,500)									
CTO		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Head of Compliance		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Head of Marketing		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Technical:																																				
Sr. Developer (Network)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Jr. Developer (Network)		USD	0	USD	0	USD	0	USD	0	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)									
Jr. Developer (Network)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Sr. Developer (WWW)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Jr. Developer (WWW)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Jr. Developer (WWW)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Sr. Developer (App)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	(7,500)	USD	(7,500)	USD	(7,500)									
Jr. Developer (App)		USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)									
Jr. Developer (App)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Sr. Developer (Cust. Support)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	(7,500)	USD	(7,500)	USD	(7,500)									
Jr. Developer (Cust. Support)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Jr. Developer (Cust. Support)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Sr. Developer (Voice/VOIP)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Jr. Developer (Voice/VOIP)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Jr. Developer (Voice/VOIP)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0									
Customer Support:																																				
Sr Customer Support / Manager		USD	(7,000)	USD	(7,000)	USD	(7,000)	USD	(7,000)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)	USD	(9,500)									
Jr. Customer Support (6AM - 12PM)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	(6,500)	USD	(6,500)	USD	(6,500)									
Jr. Customer Support (12PM - 6PM)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	(6,500)	USD	(6,500)									
Jr. Customer Support (6PM - 12AM)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	(6,500)	USD	(6,500)									
Jr. Customer Support (12AM - 6AM)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	0	USD	(6,500)	USD	(6,500)									
subtotal		USD	(17,000)	USD	(17,000)	USD	(17,000)	USD	(17,000)	USD	(27,000)	USD	(27,000)	USD	(27,000)	USD	(27,000)	USD	(27,000)	USD	(27,000)	USD	(31,500)	USD	(53,000)	USD	(59,500)									
TOTAL STAFF:			3		3		3		3		7		7		26		26		26		26		26		26		26									
(EWD STAFF)			0		0		0		0		7		13		26		26		26		26		26		26		26									
Professional Services																																				
ISP & Network Services		USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)	USD	(3,000)									
Legal		USD	0	USD	0	USD	0	USD	0	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)									
Accounting		USD	0	USD	0	USD	0	USD	0	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)									
Capital & Finance Consulting		USD	(2,000)	USD	(2,000)	USD	(825)	USD	0	USD	(35,000)																									
subtotal		USD	(5,000)	USD	(5,000)	USD	(3,825)	USD	(3,000)	USD	(40,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)	USD	(5,000)									
Misc.																																				
EWD (food for staff)		USD	0	USD	0	USD	0	USD	0	USD	0	USD	(3,640)	USD	(7,280)	USD	(7,280)	USD	(7,280)	USD	(7,280)	USD	(7,280)	USD	(7,280)	USD	(7,280)									
Travel		USD	0	USD	0	USD	0	USD	0	USD	(10,000)	USD	(2,000)	USD	(2,000)	USD	(2,000)	USD	(2,000)	USD	(2,000)	USD	(2,000)	USD	(2,000)	USD	(2,000)									
Hardware/Software		USD	0								(15,000)	USD	0	USD	0	USD	0	USD	0	USD	0	USD	(5,000)	USD	(5,000)	USD	(5,000)									
Contingencies		USD	0	USD	0	USD	0	USD	0	USD	(10,000)	USD	0	USD	0	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)									
subtotal		USD	0	USD	0	USD	0	USD	0	USD	(35,000)	USD	(2,000)	USD	(2,000)	USD	(6,640)	USD	(10,280)	USD	(10,280)	USD	(10,280)	USD	(15,280)	USD	(15,280)									
ADVERTISING:																																				
Online Advertising (Google, BING, Yahoo, etc.)		USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(1,000)	USD	(17,500)	USD	(17,500)	USD	(17,500)	USD	(17,500)	USD	(17,500)	USD	(17,500)	USD	(17,500)	USD	(21,000)	USD	(25,200)									
TOTAL MONTHLY EXPENSES:		USD	(23,250)	USD	(23,250)	USD	(22,075)	USD	(21,250)	USD	(145,700)	USD	(52,700)	USD	(52,700)	USD	(52,700)	USD	(52,700)	USD	(52,700)	USD	(67,340)	USD	(60,980)	USD	(60,980)									
PROJECTED KPI's:																																				
New Registered Members		20	520	1,020	1,520	10,270	19,020	27,770	36,520	45,270	54,020	62,770	71,520	80,270	89,020	97,770	106,520	115,270	125,770	138,370	153,490	171,634	193,407	219,534	250,887											
New Members w/ ID Verified (100-Point KYC Credentials)		1	26	51	76	514	951	1,389	1,826	2,264	2,701	3,139	3,576	4,014	4,451	4,889	5,326	5,764	6,289	6,919	7,675</															

New Members w/ ID Verified (100-Point KYC Credentials)	1	26	51	76	514	951	1,389	1,826
New Live Processing Members	0	7	13	19	128	238	347	457
TOTAL Live Processing Members	0.25	6.75	19.5	38.5	166.875	404.625	751.75	1,208.25
TOTAL Processing Volume	USD 0	USD 3,375	USD 9,750	USD 19,250	USD 83,438	USD202,313	USD375,875	USD604,125
LIVE KPIS:								
New Registered Members	80	473						
New Members w/ ID Verified (100-Point KYC Credentials)	9	157						
New Live Processing Members	0	7						
TOTAL Live Processing Members	9	7						
TOTAL Processing Volume	USD400,000	USD 1,781						

As recorded:

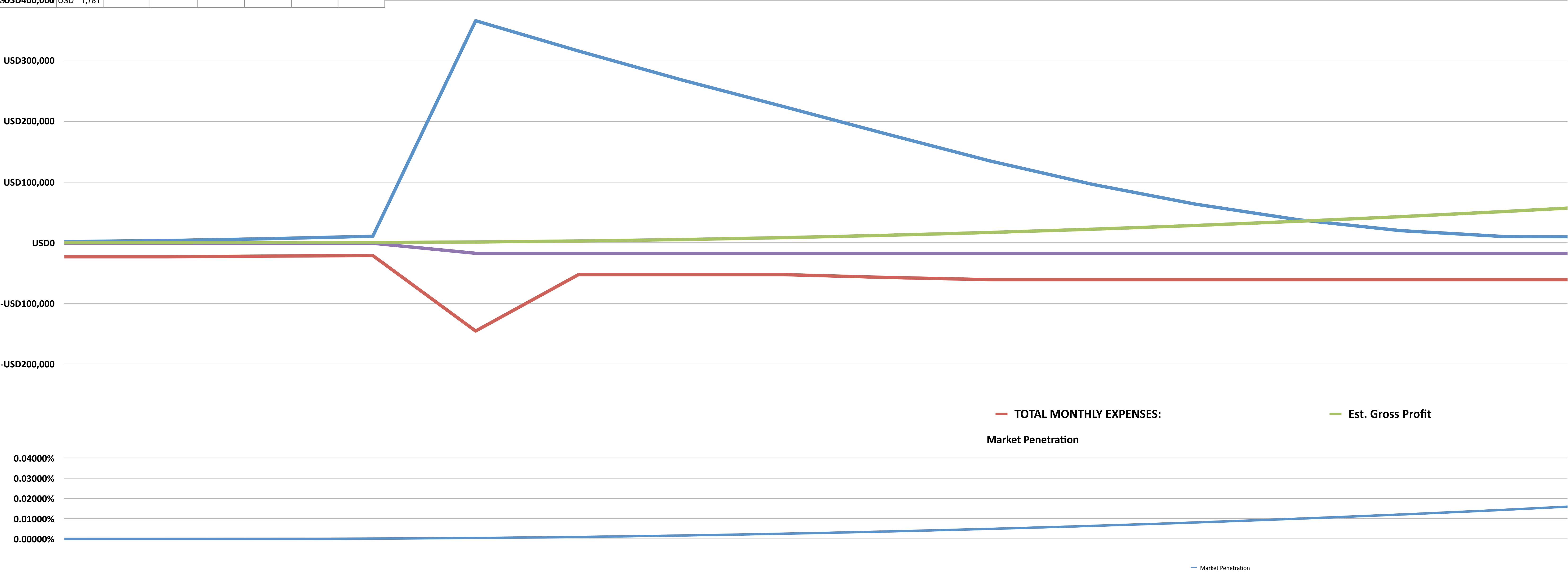
- Interest in PAYYAP is way above projected.
- Revenue is half of what has been projected.

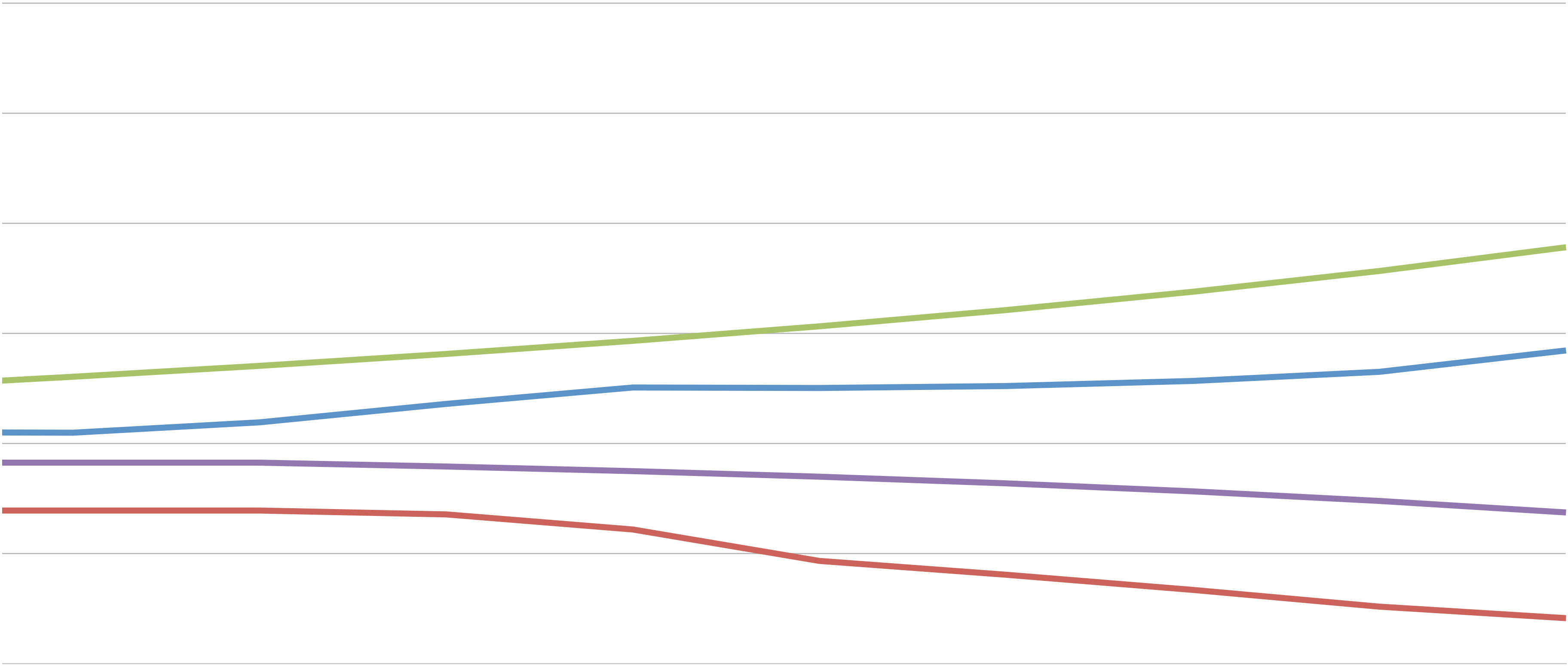
We explain these two diverging events as follows:

- More than 6x general interest in an easy, app-based payment solution / alt to the main stream services.
- As expected "immediate-term" processing merchants.

Technical "glitches" have prevented 2/3 of the transaction attempts from being approved. ("Growing pains" as we integrate with TSYS.) In fact, revenue would have been nearly exactly as projected had it not been for the temporary technical & synchronization issues.)

Projected Financial Performance





CASH BALANCE

Online Advertising (Google, BING, Yahoo, etc.)

