

Infinite Supply, Inc.

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Table of Contents

1.0	Executive Summary	1
1.1	Objectives	2
1.2	Mission	3
1.3	Keys to Success	4
2.0	Company Summary	5
2.1	Company Ownership	6
2.2	Start-up Summary	6
3.0	Products and Services	10
4.0	Market Analysis Summary	11
4.1	Market Segmentation	11
4.2	Target Market Segment Strategy	12
4.3	Service Business Analysis	12
4.3.1	Competition and Buying Patterns	14
5.0	Strategy and Implementation Summary	14
5.1	Competitive Edge	15
5.2	Marketing Strategy	15
5.3	Sales Strategy	15
5.3.1	Sales Forecast	16
5.4	Milestones	17
6.0	Web Plan Summary	18
6.1	Website Marketing Strategy	18
6.2	Development Requirements	19
7.0	Management Summary	19
7.1	Personnel Plan	19
8.0	Financial Plan	20
8.1	Important Assumptions	20
8.2	Break-even Analysis	20
8.3	Projected Profit and Loss	21
8.4	Projected Cash Flow	24
8.5	Projected Balance Sheet	26
8.6	Business Ratios	27
	Appendix	29

1.0 Executive Summary

In our devotion to the external physical world of business, we have largely misplaced the needs of the soul. However, it is easy to view the state of business as a whole and see that entrepreneurs have a soul and some suffer from its proper maintenance. Many believe and operate on the premise that business has no room for tending to the spiritual needs of an enterprise over that of making a profit or tending to the tough decisions.

This business planning assistance company incorporates the feeling necessary to guide effective management of the principles and laws of leading a commercial enterprise. Infinite Supply, Inc. delivers a compelling design illustrating that business is the most creative act a person can engage oneself. Money is an object of vast creative handling, and business relationships demand the utmost in personal character and imagination.

No matter where a business is located, or how busy the day's activities, everyone within the family of the enterprise needs a daily chance to contemplate nature (mother Earth). Yet to the soul the contemplation of beauty is a 'sine qua non'-it can't get along without it. Mother Earth does not require extraordinary expense, but it does demand sensitivity and attention.

Infinite Supply, Inc. serves as a reminder of how serious a transition our awareness of what commerce, reverence, and the life of spirit are all about. Manifesting the Soul of Your Business provides a foundation for an ethical way of life, and it gives a vision of human activity that transcends to an authentic power.

Our very words 'merchandise and commerce' come from a Latin word "merx" which is closely related to the god Mercurius, patron in ancient Roman culture of business and commerce. Every time we use the word commercial we are invoking the name of a spirit or divinity. The Romans also honored the goddess Ceres, from whom our word 'cereal' derives, the patroness of managing goods and services. Ceres was the daughter of Ops, from whom we get opulent. As goddess of growing grains, she also gives us our words increase and concrete, suggesting respectively growth, which is such a prominent image in business.

Soul gives a business a strong identity and makes it capable of firm and lasting relationships. It inspires trust, and attracts a public from its own integrity rather than by means of exploitive advertising. It also relieves anxiety, so much a part of too many enterprises. As the health of the environment, reverence for Life, and appreciation of the Earth as a living organism in a living Universe become integral to the orientation of business, business will become a natural champion of all that it now exploits (employees, customers, vendors, host communities, the environment, and the Earth). As a sense of family grows to encompass all of these, the distinctions between them will become less meaningful as boundaries that separate than as relationships that connect.

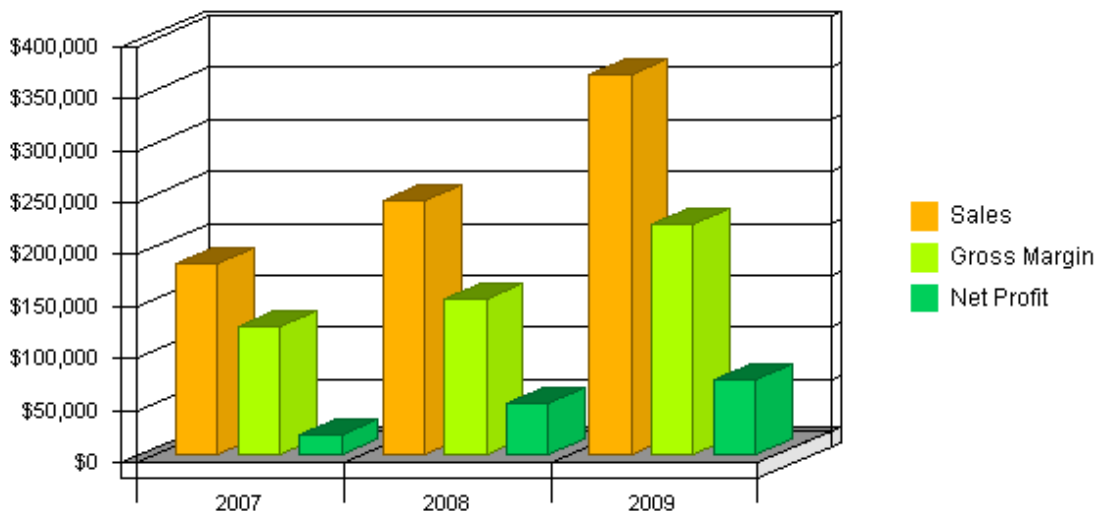
The emerging commerce of the emerging humanity will be a source of fulfillment to all who participate in it and a blessing to all who are touched by it. The evolutionary

Infinite Supply, Inc.

flowering of the human species into authentic power will find its reflections in the evolutionary development of the human activity known as commerce -- the mutual assistance of humans to humans, humans to non-humans, humans to the environment, and humans to the Earth.

Just as commerce has reflected with precision and power the pursuit of humanity for external power, it will come to reflect with equal accuracy the pursuit of authentic power that is now leading humankind toward goals that it is only now developing the ability to comprehend as Infinite Supply.

Highlights



1.1 Objectives

There are four major objectives to this spiritual business plan:

1. Recognizing that People (God In Action) are my company's greatest resource. I want this company, and the people that help run it, for it to matter-- for it to mean something, something we can take pride in. I am a creative and self-actualized entrepreneur desiring to make a difference in the world.

[Note: This represents the "soul food" of spiritual solvency for my enterprise, analogous to having a virtual capital infusion, enriching the company's cash flow. People bring the ingredients of energy and enthusiasm needed for profitability which cares for the soul of the business.]

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2. Great entrepreneurs have desire. Wanting and intending to be different is the transformation to greatness. I envision my business's future dream a present fact. This is the objective that takes on the filling of the dream fulfilled. This assumption is persisted in until it becomes the most dominant feeling for me and my staff.

[The attainment of your future goals becomes inevitable. I assume the total concept of my company, as the rest of the animal and plant kingdom cannot demonstrate Imagination, the instrument by which I create my enterprise.]

3. Executive leadership requires opening the faculty of intuition. The company requires efficiency, productivity, and profitability and attaining them does not depend solely on intellect. I am a multi-sensory executive and I use intuition as a fundamental tool. Adding to my five senses enables me to act on hunches, thereby replacing rationalization as the primary source of data in the development of long-term strategies. Intellect is an offspring of my intuition, making it a servant to the sense of intuition.

[Intuition and telepathy are my no-doubt senses. I am always centered with the Universe and thereby never second think my intuition sense. It is my professional beacon of enlightenment.]

4. Goals are the perpetual component of my business. My mind dictates the outcome as it arranges the image of my beliefs and the consent to its truth. My reactions reveal where I am psychologically, thereby determining how I perform with customers and staff.

[The ultimate substance of my business is directed by my consciousness.]

1.2 Mission

The mission of Infinite Supply, Inc. is to operate as an enterprise that creates the experience of my world. In its essential state, my business is composed of energy and information that serves as a conduit of efficiency for my target customer. Infinite Supply communicates this energy and information as an outcropping of continuous fields of effectiveness spanning the universe of thoughts, feelings, and desires.

Infinite Supply works through the mind and body, inseparably as one. This unity

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separates into two streams. I experience the subjective stream as thoughts, feelings, and desires. I experience the objective stream as my body. At a deeper level, however, the two streams meet as a single creative source. It is from this source that we are meant to produce a superior product for others.

The entrepreneurial body is a product of awareness. My beliefs, thoughts, and emotions create the chemical reactions that uphold the productive entrepreneur in every instance. The business world I live in, including the experience of my body, is completely dictated by how I perceive it. As I change my perception, I am changing the experience of my mind, body and therefore my business outcomes.

[A mission statement is not something you write overnight. It takes deep introspection, careful analysis, thoughtful expression, and often many rewrites.]

1.3 Keys to Success

The keys to success in my business are:

- Proactive Customer Service: Know that the care and service of customer responsibility rests with me. I never blame others or the circumstance.
 - i. Extending happy customer treatment, like unpleasant customer treatment, is a proactive choice
 - ii. My inner compass always gives me direction
- Begin with the End in Mind: I always think of I want to be remembered in everything that I do.
 - i. My business reputation as the owner provides superior personal service.
 - ii. My credibility, integrity, and dedication to the industry.
- Put First Things First: Devote more time to what is important, but not necessarily urgent.
 - i. The key is to not prioritize what is showing on the schedule, but to schedule the priorities.
 - ii. Keeping a journal of your thoughts, experiences, insights, and learning promotes mental clarity
 - iii. Only you can decide your highest priorities and have the courage (pleasantly, smilingly, non-apologetically) to say "no" to other things
- Think 'Win-Win: Having a mental abundance to seek solutions that benefit all parties
 - i. A business life of integrity is the most fundamental source of personal worth
 - ii. Effective people are not problem-minded; they are opportunity-minded.

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They feed opportunities and starve problems

- iii. It is not your way or my way, it is a better way and a higher way
- Seek First to Understand, Then to Be Understood: Always listen until you truly understand the other person well before offering input.
 - i. Once you realize that each problem seeks a response instead of just triggering a reaction, you start to learn.
- Synergize: Find ways to cooperate with everyone. Value the differences between people.
 - i. Sameness is uncreative and boring – The essence of synergy is to value the differences.
 - ii. Maturity is the balance between courage and consideration
 - iii. Effectiveness comes from people and efficiency from things
- Keep Your Pencil Sharp: Continually exercise and renew four elements of yourself; physical, mental, emotional, network, and spiritual.
 - i. In order to maintain progress, I learn, commit, and do – Learn, commit, and do – Learn, commit, and do again.

2.0 Company Summary

Infinite Supply is able to service all that I ask in proportion to the degree of my attention. All of my company's progress and all fulfillment of desire, depend upon the control and concentration of my attention applied to my business.

Attention may be either attracted from outside resources or directed from within. Attention is attracted from without when I am consciously occupied with the external impressions of the immediate present. My attention is directed from within when I deliberately choose what I will be preoccupied with mentally.

Our Motto: "An idea is endowed with power in direct proportion to the degree of attention fixed on it."

2.1 Company Ownership

The ownership of my business allows for the full disposition, enjoyment, and possession of the product. This responsibility requires that the soul of my business be fed with nutrients through constant attention. My ownership includes knowing how things work in my company, and knowing the people that support my company.

2.2 Start-up Summary

During the start-up phase of this project, the following major events will occur, some of them simultaneously:

- Envision and accept the investment desired
- Secure a loan from the bank if necessary
- Understand and know all required permits
- Purchase the building site
- Preliminary architectural drawing
- Order long lead items for inventory
- Order production equipment
- Approval of final architectural drawing

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- Clear building lot/ site preparation
- Start building center (This on six-month time line)
- Hire key personnel
- Finalize operating procedures
- Intensify marketing campaign
- Hire remaining staff
- Train staff
- Stock/Order inventory
- Open for business

Infinite Supply, Inc.

Table: Start-up

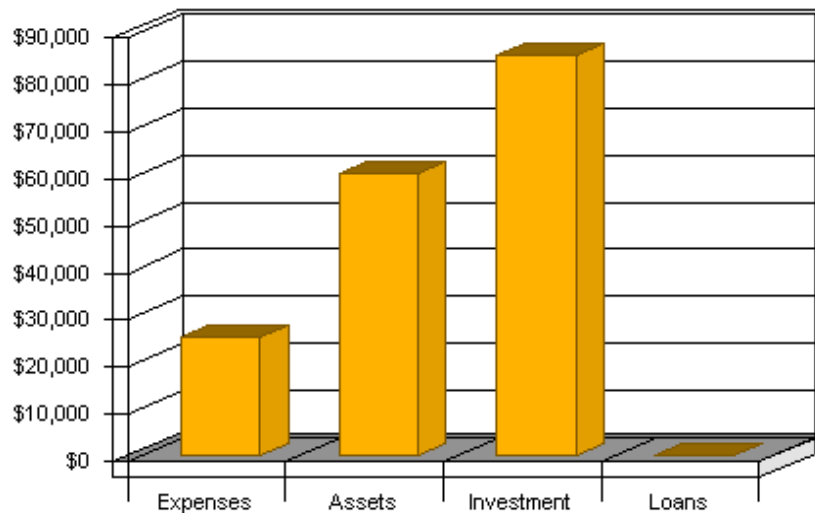
<u>Start-up</u>	
<u>Requirements</u>	
<u>Start-up Expenses</u>	
Legal	\$1,500
Stationery etc.	\$3,000
Insurance	\$600
Rent	\$3,000
Computer	\$2,500
Voice Line	\$300
Facsimile Line	\$300
Internet Line	\$200
Mobile Line	\$200
Salaries	\$8,000
Advertising	\$3,000
Travel	\$500
Utilities	\$200
Depreciation	\$300
Commissions	\$0
Automotive	\$900
Bad Debt Expense	\$0
Other	\$500
Total Start-up Expenses	\$25,000
<u>Start-up Assets</u>	
Cash Required	\$25,000
Start-up Inventory	\$6,000
Other Current Assets	\$4,000
Long-term Assets	\$25,000
Total Assets	\$60,000
Total Requirements	\$85,000

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Table: Start-up Funding

Start-up Funding	
Start-up Expenses to Fund	\$25,000
Start-up Assets to Fund	\$60,000
Total Funding Required	\$85,000
Assets	
Non-cash Assets from Start-up	\$35,000
Cash Requirements from Start-up	\$25,000
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$25,000
Total Assets	\$60,000
Liabilities and Capital	
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$0
Capital	
Planned Investment	
Owner	\$85,000
Investor	\$0
Additional Investment Requirement	\$0
Total Planned Investment	\$85,000
Loss at Start-up (Start-up Expenses)	(\$25,000)
Total Capital	\$60,000
Total Capital and Liabilities	\$60,000
Total Funding	\$85,000

Start-up



3.0 Products and Services

Infinite Supply is a full-service business empowerment center, providing intuitive property for the enlightened individual. We offer our clients a broad base atmosphere of enterprising motivation, with a complimenting wide range of services and products that include:

Services:

1. **Law of Thought & Manifestation:** Thoughts become things (results/outcomes) in accord with the nature and feeling of the thought
2. **Law of Change:** ...not being locked into whatever circumstances, situations, associations, challenges that exists in your life right now. change or transform the mind by putting new thought, a new state of consciousness
3. **Law of Vision:** Internalize your vision through your seven senses; recognize and energize. Short, Mid, and Long-term goals
4. **Law of Command:** To affirm, declare, or state positively, and confidently declaring it to be true
5. **Law of Human Magnetism:** Attracting what you are, and you are what you think about most of the time
6. **Law of Focus:** Wherever you place your focus, your thoughts, emotions, and even events and activities will follow.
7. **Law of Action:** The work (business) you perform for material needs, planning your actions to produce desired results; achieving your goals and vision of life; and overcoming obstacles and challenges that confront you.
8. **Law of Value:** Learning how not to waste your treasures on things that are important to you, do no waste time on thoughts, people, or actions which are not worthy
9. **Law of Relationships:** Relationships with God, self, others, and things; making them harmonic and proper; positive, encouraging, nurturing, and productive; good health, happiness, love, success, prosperity, positive, and desired results.
10. **Law of Supply:** Seek within yourself the thoughts and ideas which are harmony with health, wealth, and happiness and to manifest these into your life experience take action - actively, intelligently, and continuously without fear, worry, or doubt.
11. **Law of Persistence:** A trait known by all successful people, sustained effort to induce faith in your own ability to get the desired results in your endeavors.
12. **Law of Truth:** First cause (creator) operates through order and principle as all knowing with the power of truth as whole and complete which are congruent and harmonic with power of truth as freedom.

Products:

- Thoughts
- Feelings
- Vision
- Goals
- Plans
- Actions

- **Results**

4.0 Market Analysis Summary

The prime market of my business begins with me. The center of my soul generates the demographics of my target market:

- Total population
- Consciousness
- General age
- Wealth consciousness
- Health consciousness
- Family consciousness
- Social consciousness

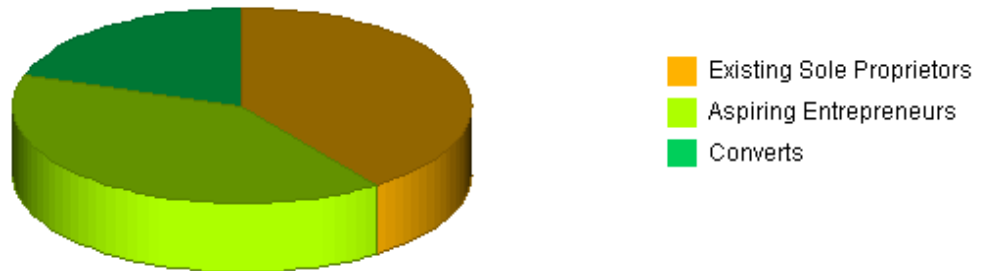
4.1 Market Segmentation

Infinite Supply markets to the public and private sectors of all type. Entry to these markets are relative open. Likely customers by market segmentation include people with a desire to create, imagine, earth stewards, and positive change agents.

Table: Market Analysis

Market Analysis		2007	2008	2009	2010	2011	CAGR
Potential Customers	Growth						
Existing Sole Proprietors	75%	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	0.00%
Aspiring Entrepreneurs	50%	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	0.00%
Converts	25%	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	0.00%
Total	0.00%	50,000,000	50,000,000	50,000,000	50,000,000	50,000,000	0.00%

Market Analysis (Pie)



4.2 Target Market Segment Strategy

We represent business planning and guidance, which includes several type of people;

1. Passion for developing other people's talents in a context of continuous improvement,
2. People that plan and act for the good of others by satisfying their needs, where the recipient is always a beneficiary, with value added, and
3. Identifying those who are focused and passionate with an intensity on the way others handle resources, and overall want to strive as responsible stewards of mother earth.

4.3 Service Business Analysis

The type of industry for *Infinite Supply* surrounds our attitude and enthusiasm.

Our Attitude forms which people or market share that we will attract. Perception and understanding of who we are, what we about, and where we going. Our thoughts and feelings are a powerful tool to attract desired customers and circumstances into our business.

Negative thoughts that we eliminate as authentic power

Fear of poverty

Fear of Criticism

Fear of Ill Health

Fear of Los of Love

Fear of Old Age

Fear of Death

God within -- Enthusiasm (to be inspired) is our most important marketing asset. It is an infectious state of mind. Enthusiasm gains us cooperation from others, attracts others, and gains positive attention from others. This is an invisible power of market attraction, fed by the thoughts we carry in our mind.

Animated Enthusiasm is based on external motivation that is stimulated by fear or reward. We can pretend or act enthusiastic based on our own knowledge, experience, or belief that works for us.

Genuine Enthusiasm is based on internal motivation that can be created by animated enthusiasm which is consistently and continuously exercised. When we act enthusiastically, we are enthusiastic. Acting and becoming simultaneously.

Great Sense of Expectancy Each Day

Realize that we can control our mind, our thoughts, feeling & emotions, and our actions

Realize that any state of mind is contagious

Realize that our personal appearance presents a picture of who we are, what we are about, and where we are going

Maintain a constant level of enthusiasm at all times

The market that we identify and wish to attract as potential customers must have appreciation what you are (your business), and you are what you think about most of the time. Market segment radiation and attraction is a form of energy which attracts and repels -- like or unlike -- thoughts, feelings, and associations. These are propel and operated primarily through our attitude and enthusiasm.

4.3.1 Competition and Buying Patterns

Infinite Supply attracts large market share as it consistently build positive relationships. We nurture and develop these relationship into long term associations of positive and mutual benefit.

The five most important words: I am proud of you.

The four most important words: What is your opinion?

The three most important words: If you please.

The two most important words: Thank you.

The single most important word: Congratulations!

The least important word: Me

5.0 Strategy and Implementation Summary

Emphasize Customer Service

Infinite Supply, Inc. will differentiate themselves from other business development corporations. We will establish our business offering as a clear and viable alternative for our target market.

Build a Relationship-Oriented Business

Build long-term relationships with clients, not just an occasional visit. Let them become familiar with Infinite Supply, Inc. to help out in many situations. Help them understand the value of the relationship.

Focus on Target Markets

We need to focus our offerings on the enlightened professionals, who want to contribute resources to society and cooperate with others.

Differentiate and Fulfill the Promise

We cannot just market and sell service and products, we must actually deliver as well. We need to make sure we have the knowledge-intensive business and service-intensive business we claim to have.

5.1 Competitive Edge

Our competitive edge is our positioning as a strategic ally with our clients, who are clients more than customers. By building a business based on long-standing relationships with satisfied clients, we simultaneously build defenses against competition. The longer the relationship stands, the more we help our clients understand what we offer them and why they should both stay with ISI, and refer us to other businesses. In close-knit communities like the Neighbor Islands, reputation is extremely important, and word-of-mouth advertising is invaluable.

5.2 Marketing Strategy

The marketing strategy is the core of the main strategy:

1. Emphasize service and support.
2. Build a relationship business.
3. Focus on small business and high-end home office as key target markets.

5.3 Sales Strategy

Emphasize Customer Service

Infinite Supply, Inc. will differentiate themselves from other business development corporations. We will establish our business offering as a clear and viable alternative for our target market.

Build a Relationship-Oriented Business

Build long-term relationships with clients, not just an occasional visit. Let them become familiar with ISI Supply, Inc. to help out in many situations. Help them understand the value of the relationship.

Focus on Target Markets

We need to focus our offerings on the ISI professionals, who want to contribute resources to society and cooperate with others.

Differentiate and Fulfill the Promise

We cannot just market and sell service and products, we must actually deliver as well. We need to make sure we have the knowledge-intensive business and service-intensive business we claim to have.

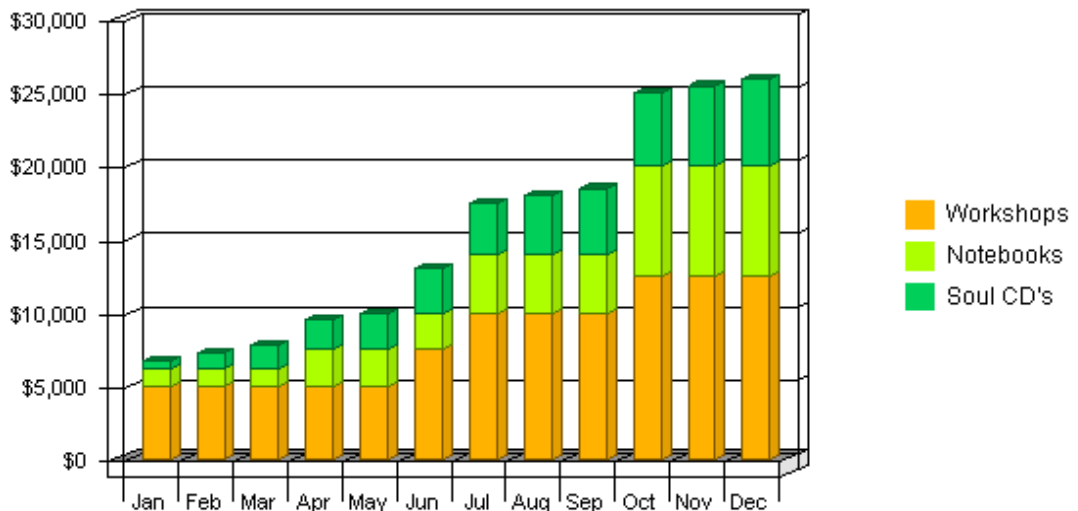
5.3.1 Sales Forecast

- What growth rates are you expecting for the more important lines, and what growth rates in units, and in dollars?
- Why are you projecting your sales at this level? Why not less or more?
- What are the main driving forces behind the sales forecast?
- How does it relate to your market analysis, your main target segments, your sales strategy and marketing [the set of planned activities designed to positively influence the perceptions and purchase choices of individuals and organizations) strategy?
- Is your sales forecast believable? Why?
- What events might turn the sales forecast downward?
- What kind of things are you assuming will happen to make sure the sales happen?

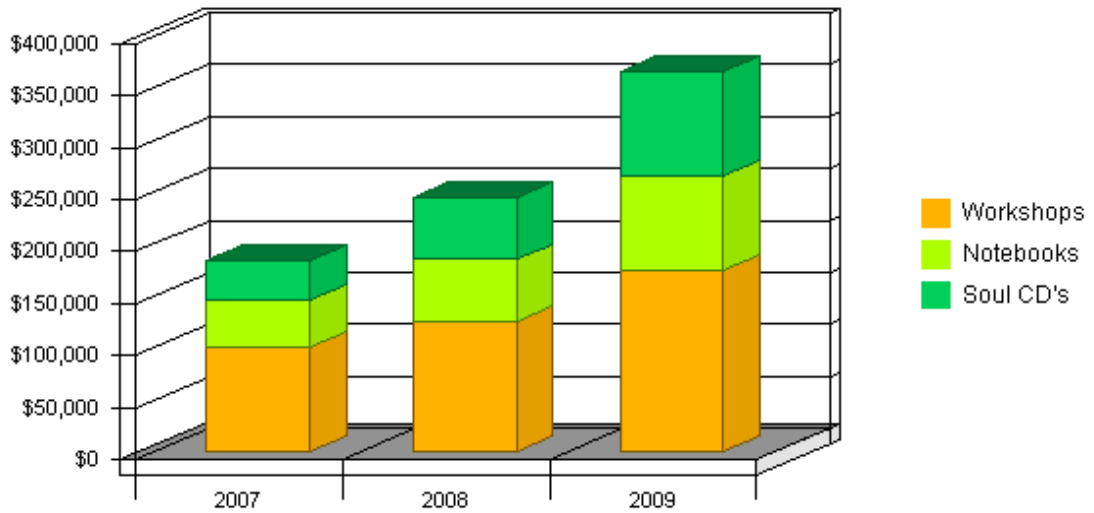
Table: Sales Forecast

Sales Forecast	2007	2008	2009
Sales			
Workshops	\$100,000	\$125,000	\$175,000
Notebooks	\$45,750	\$60,000	\$90,000
Soul CD's	\$39,000	\$60,000	\$100,000
Total Sales	\$184,750	\$245,000	\$365,000
Direct Cost of Sales	2007	2008	2009
Workshops	\$42,500	\$60,000	\$75,000
Notebooks	\$8,700	\$16,000	\$32,000
CD's	\$7,500	\$15,000	\$28,000
Subtotal Direct Cost of Sales	\$58,700	\$91,000	\$135,000

Sales Monthly



Sales by Year



5.4 Milestones

The milestones listed in the **Milestones** table following this topic are critical. This is where a business plan becomes a real plan, with measurable activities, instead of just a document.

Include as many specific programs as possible. For each program, give it a name, a person responsible, a milestone date, and a budget.

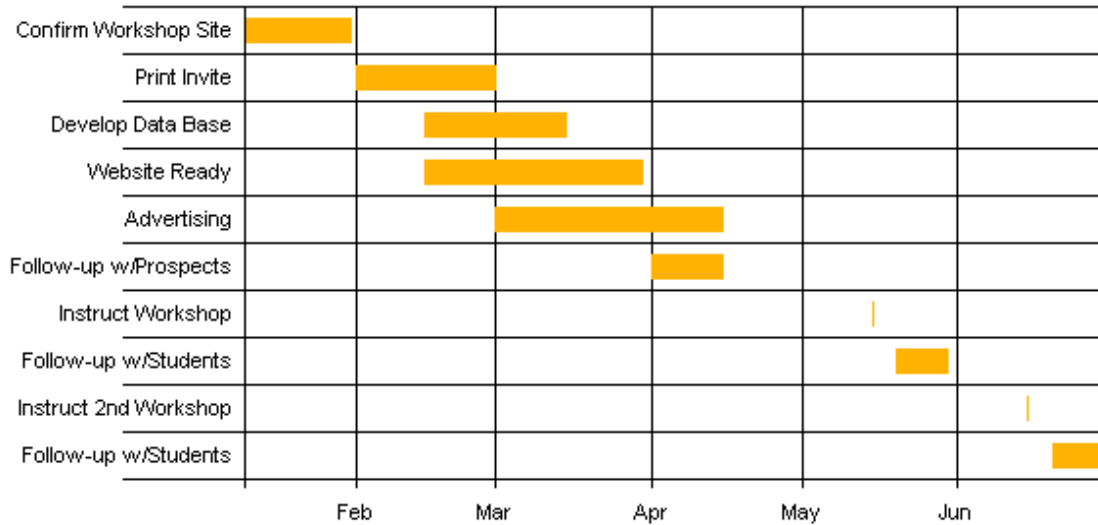
Additional Detail

Give your plan as many milestones as you can think of to make it more concrete. Then make sure that all your people know that you will be following the plan and tracking results.

Table: Milestones

Milestones						
Milestone	Start Date	End Date	Budget	Manager	Department	
Confirm Workshop Site	1/10/2007	1/31/2007	\$4,000	Dean	Executive	
Print Invite	2/1/2007	3/1/2007	\$2,500	Dean	Executive	
Develop Data Base	2/15/2007	3/15/2007	\$500	Dean	Executive	
Website Ready	2/15/2007	3/30/2007	\$1,000	Dean	Executive	
Advertising	3/1/2007	4/15/2007	\$3,000	Dean	Executive	
Follow-up w/Prospects	4/1/2007	4/15/2007	\$500	Dean	Executive	
Instruct Workshop	5/15/2007	5/15/2007	\$2,000	Dean	Executive	
Follow-up w/Students	5/20/2007	5/30/2007	\$500	Dean	Executive	
Instruct 2nd Workshop	6/15/2007	6/15/2007	\$2,000	Dean	Executive	
Follow-up w/Students	6/20/2007	6/30/2007	\$500	Dean	Executive	
Totals			\$16,500			

Milestones



6.0 Web Plan Summary

The Infinite Supply, Inc. (ISI) website will be the virtual business card and portfolio for the company, as well as its online "home." The ISI website needs to be a simple, yet elegant and well designed, website that stays current with the latest trends and provides information to the customers and a portal to our programs and products. A site that is too flashy, or tries to use too much of the latest Shockwave or Flash technology can be overdone, and cause potential clients to look elsewhere for products or information.

6.1 Website Marketing Strategy

We will maintain a two-way link between our website and our product suppliers. In addition to using the page as a sales tool, we will develop a monthly newsletter and a links page for other business management sites. We will also maintain two-way links between large business management organizations and supporters.

6.2 Development Requirements

The Infinite Supply, Inc. (ISI) website will be initially developed with few technical resources. A simple hosting provider, Godaddy.com services, will host the site and provide the technical back end. The ISI will work with a website technician to develop the simple, elegant, yet Internet focused site.

The maintenance of the site will be completed in house. As the website rolls out future development such as newsletters and other related motivation related issues, a technical resource may need to be contracted to build the trackable download and the newsletter capabilities.

7.0 Management Summary

Infinite Supply, Inc. management is comprised of experienced entrepreneurs and business professionals from the transportation and technology management industries. Our management team possesses a breadth of functional experience in container shipping, product development, the marketing of emerging products/technologies, strategic partnering, professional services and corporate finance.

Dean Jones will share the senior management responsibilities with other professionals directing the sales/marketing, finance, product distribution, development, operations, and production. The organizational structure and personnel plan reflect our intentions to maintain an organization that is customer oriented and technologically proficient, while efficiently managing cost controls and productivity.

7.1 Personnel Plan

The Personnel Plan reflects the need to bolster our capabilities to match our positioning. Our total head count should increase to 2 this first year, and to 3 by the third year. Detailed monthly projections are included in the appendix.

Infinite Supply, Inc.

Table: Personnel

Personnel Plan	2007	2008	2009
CEO	\$24,000	\$28,000	\$33,000
Secretary	\$6,000	\$1,000	\$15,000
Total People	2	2	2
Total Payroll	\$30,000	\$29,000	\$48,000

8.0 Financial Plan

The following is Infinite Supply's financial plan.

8.1 Important Assumptions

The following table summarizes key financial assumptions, including payment for services in cash or credit card. We assume fast-growth and large demands in this new specialized service on enlightened business planning workshops.

Table: General Assumptions

General Assumptions	2007	2008	2009
Plan Month	1	2	3
Current Interest Rate	10.00%	10.00%	10.00%
Long-term Interest Rate	10.00%	10.00%	10.00%
Tax Rate	30.00%	30.00%	30.00%
Other	0	0	0

8.2 Break-even Analysis

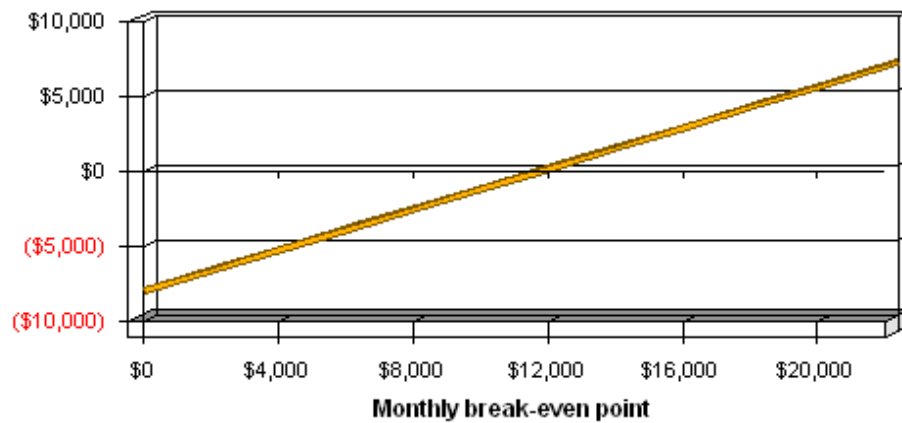
Infinite Supply, Inc. revenues are generated from unit sales (a one time expense) and access charges (a monthly recurring fee). Given this, the break-even formula must be adjusted to reflect both one time and recurring revenue activities. Using the sales forecast as a guide, and based on estimates made for fixed cost, average revenue per ISI unit and access charges, the break-even volume was established to be 700 units per month with a subscription base of 6,800. We anticipate achieving break even at month 6 as detailed in the graph below.

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Table: Break-even Analysis

Break-even Analysis	
Monthly Revenue Break-even	\$11,848
Assumptions:	
Average Percent Variable Cost	32%
Estimated Monthly Fixed Cost	\$8,083

Break-even Analysis



Break-even point = where line intersects with 0

8.3 Projected Profit and Loss

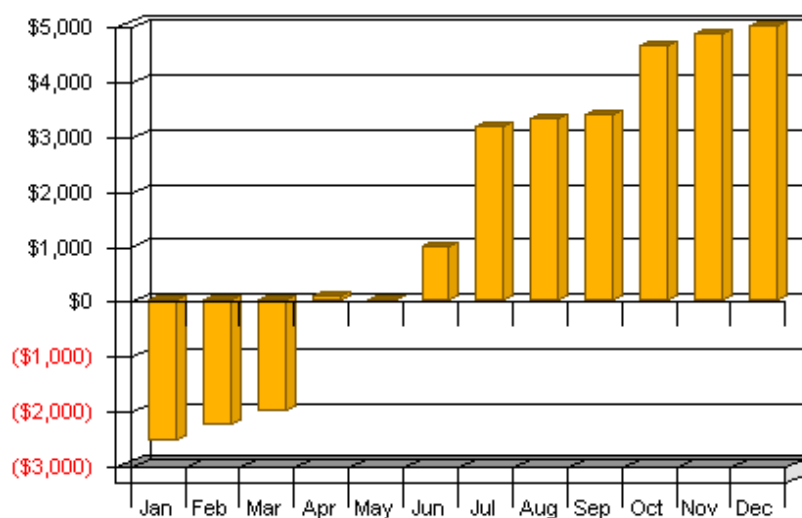
Month-by-month assumptions for profit and loss are included in the appendix.

Infinite Supply, Inc.

Table: Profit and Loss

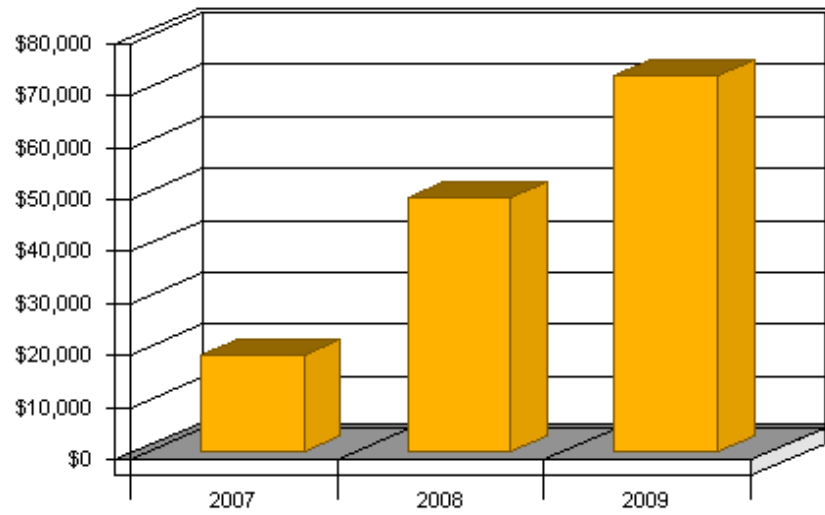
Pro Forma Profit and Loss			
	2007	2008	2009
Sales	\$184,750	\$245,000	\$365,000
Direct Costs of Goods	\$58,700	\$91,000	\$135,000
Other Costs of Goods	\$2,400	\$4,200	\$8,400
Cost of Goods Sold	\$61,100	\$95,200	\$143,400
Gross Margin	\$123,650	\$149,800	\$221,600
Gross Margin %	66.93%	61.14%	60.71%
Expenses			
Payroll	\$30,000	\$29,000	\$48,000
Marketing/Promotion	\$25,400	\$18,000	\$20,000
Depreciation	\$3,600	\$5,000	\$8,000
Rent	\$27,500	\$16,000	\$21,000
Utilities	\$2,400	\$2,500	\$2,800
Insurance	\$2,400	\$2,600	\$3,000
Payroll Taxes	\$4,500	\$4,350	\$7,200
Other	\$1,200	\$1,500	\$3,000
Total Operating Expenses	\$97,000	\$78,950	\$113,000
Profit Before Interest and Taxes	\$26,650	\$70,850	\$108,600
EBITDA	\$30,250	\$75,850	\$116,600
Interest Expense	\$0	\$1,000	\$5,250
Taxes Incurred	\$7,995	\$20,955	\$31,005
Net Profit	\$18,655	\$48,895	\$72,345
Net Profit/Sales	10.10%	19.96%	19.82%

Profit Monthly

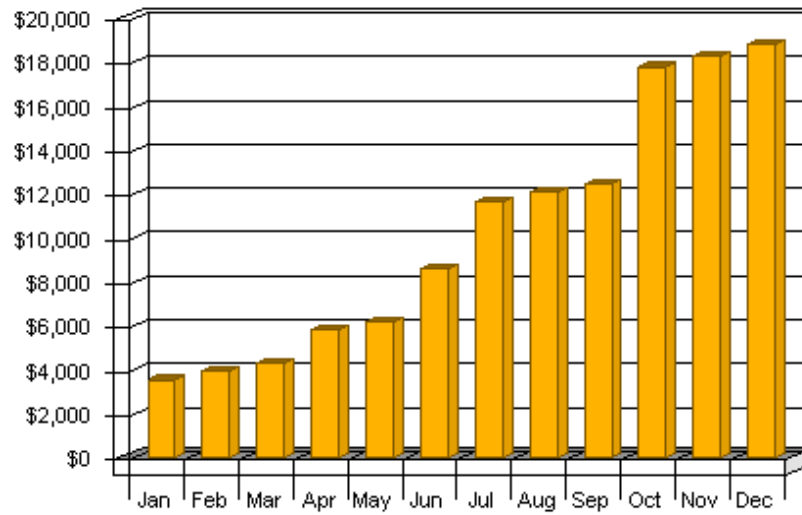


Infinite Supply, Inc.

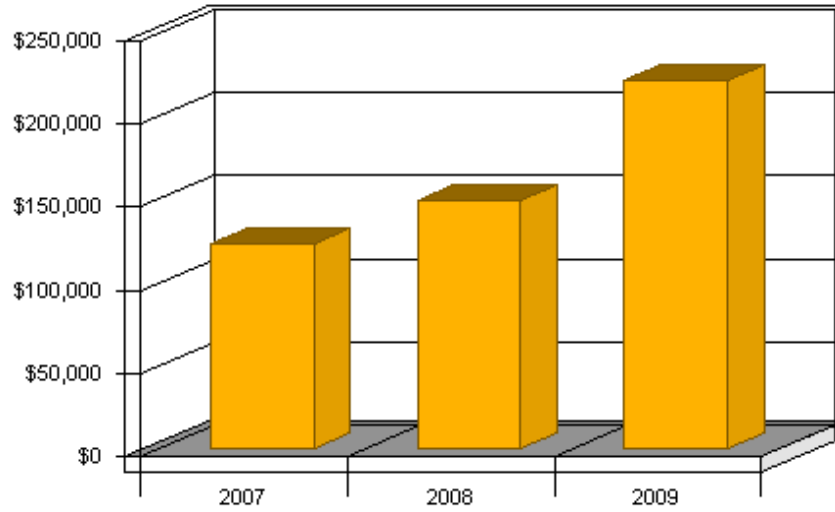
Profit Yearly



Gross Margin Monthly



Gross Margin Yearly



8.4 Projected Cash Flow

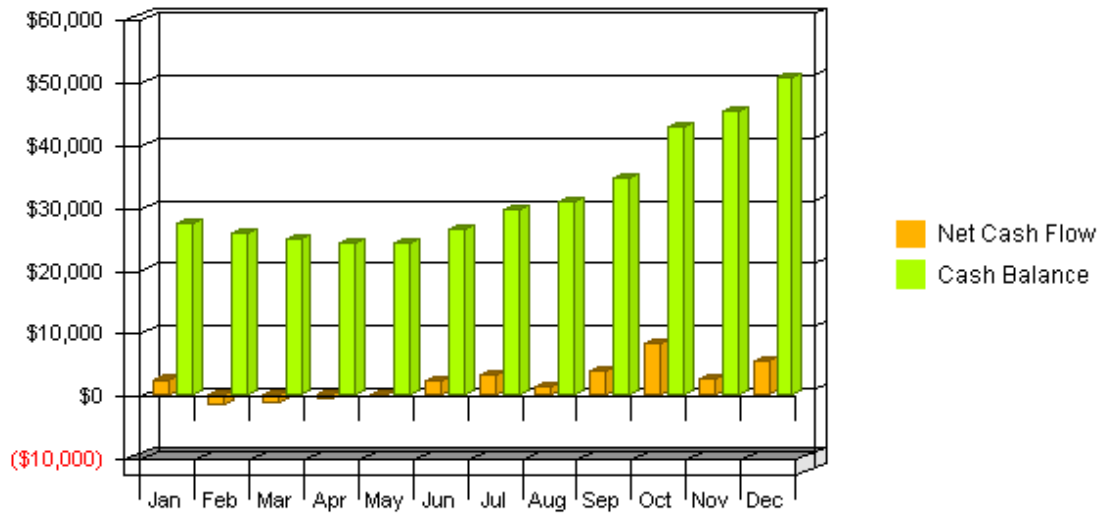
The following chart and table show the project cash flow for Infinite Supply, Inc..

Infinite Supply, Inc.

Table: Cash Flow

Pro Forma Cash Flow	2007	2008	2009
Cash Received			
Cash from Operations			
Cash Sales	\$138,563	\$183,750	\$273,750
Cash from Receivables	\$33,525	\$57,121	\$83,025
Subtotal Cash from Operations	\$172,088	\$240,871	\$356,775
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$30,000	\$100,000
New Other Liabilities (interest-free)	\$0	\$5,000	\$20,000
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
Subtotal Cash Received	\$172,088	\$275,871	\$476,775
Expenditures			
Expenditures from Operations			
Cash Spending	\$30,000	\$29,000	\$48,000
Bill Payments	\$116,590	\$170,275	\$236,173
Subtotal Spent on Operations	\$146,590	\$199,275	\$284,173
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$10,000	\$35,000
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
Subtotal Cash Spent	\$146,590	\$209,275	\$319,173
Net Cash Flow	\$25,498	\$66,595	\$157,602
Cash Balance	\$50,498	\$117,093	\$274,695

Cash



8.5 Projected Balance Sheet

The Projected Balance Sheet is quite solid. We do not project any real trouble meeting our debt obligations--as long as we can achieve our specific objectives.

Infinite Supply, Inc.

Table: Balance Sheet

Pro Forma Balance Sheet			
	2007	2008	2009
Assets			
Current Assets			
Cash	\$50,498	\$117,093	\$274,695
Accounts Receivable	\$12,663	\$16,792	\$25,017
Inventory	\$7,700	\$11,937	\$17,709
Other Current Assets	\$4,000	\$4,000	\$4,000
Total Current Assets	\$74,860	\$149,822	\$321,420
Long-term Assets			
Long-term Assets	\$25,000	\$25,000	\$25,000
Accumulated Depreciation	\$3,600	\$8,600	\$16,600
Total Long-term Assets	\$21,400	\$16,400	\$8,400
Total Assets	\$96,260	\$166,222	\$329,820
Liabilities and Capital			
Current Liabilities			
Accounts Payable	\$17,605	\$13,672	\$19,925
Current Borrowing	\$0	\$20,000	\$85,000
Other Current Liabilities	\$0	\$5,000	\$25,000
Subtotal Current Liabilities	\$17,605	\$38,672	\$129,925
Long-term Liabilities	\$0	\$0	\$0
Total Liabilities	\$17,605	\$38,672	\$129,925
Paid-in Capital	\$85,000	\$85,000	\$85,000
Retained Earnings	(\$25,000)	(\$6,345)	\$42,550
Earnings	\$18,655	\$48,895	\$72,345
Total Capital	\$78,655	\$127,550	\$199,895
Total Liabilities and Capital	\$96,260	\$166,222	\$329,820
Net Worth	\$78,655	\$127,550	\$199,895

8.6 Business Ratios

The Projected Balance Sheet is quite solid. We do not project any real trouble meeting our debt obligations--as long as we can achieve our specific objectives.

Infinite Supply, Inc.

Table: Ratios

Ratio Analysis	2007	2008	2009	Industry Profile
Sales Growth	0.00%	32.61%	48.98%	9.02%
Percent of Total Assets				
Accounts Receivable	13.15%	10.10%	7.58%	32.10%
Inventory	8.00%	7.18%	5.37%	1.94%
Other Current Assets	4.16%	2.41%	1.21%	49.45%
Total Current Assets	77.77%	90.13%	97.45%	83.49%
Long-term Assets	22.23%	9.87%	2.55%	16.51%
Total Assets	100.00%	100.00%	100.00%	100.00%
Current Liabilities	18.29%	23.27%	39.39%	42.85%
Long-term Liabilities	0.00%	0.00%	0.00%	10.45%
Total Liabilities	18.29%	23.27%	39.39%	53.30%
Net Worth	81.71%	76.73%	60.61%	46.70%
Percent of Sales				
Sales	100.00%	100.00%	100.00%	100.00%
Gross Margin	66.93%	61.14%	60.71%	100.00%
Selling, General & Administrative Expenses	56.83%	41.19%	40.89%	81.43%
Advertising Expenses	13.75%	7.35%	5.48%	1.28%
Profit Before Interest and Taxes	14.42%	28.92%	29.75%	1.62%
Main Ratios				
Current	4.25	3.87	2.47	1.35
Quick	3.81	3.57	2.34	1.11
Total Debt to Total Assets	18.29%	23.27%	39.39%	58.32%
Pre-tax Return on Net Worth	33.88%	54.76%	51.70%	7.26%
Pre-tax Return on Assets	27.69%	42.02%	31.34%	17.43%
Additional Ratios				
	2007	2008	2009	
Net Profit Margin	10.10%	19.96%	19.82%	n.a
Return on Equity	23.72%	38.33%	36.19%	n.a
Activity Ratios				
Accounts Receivable Turnover	3.65	3.65	3.65	n.a
Collection Days	56	88	84	n.a
Inventory Turnover	10.79	9.27	9.11	n.a
Accounts Payable Turnover	7.62	12.17	12.17	n.a
Payment Days	27	34	25	n.a
Total Asset Turnover	1.92	1.47	1.11	n.a
Debt Ratios				
Debt to Net Worth	0.22	0.30	0.65	n.a
Current Liab. to Liab.	1.00	1.00	1.00	n.a
Liquidity Ratios				
Net Working Capital	\$57,255	\$111,150	\$191,495	n.a
Interest Coverage	0.00	70.85	20.69	n.a
Additional Ratios				
Assets to Sales	0.52	0.68	0.90	n.a
Current Debt/Total Assets	18%	23%	39%	n.a
Acid Test	3.10	3.13	2.15	n.a
Sales/Net Worth	2.35	1.92	1.83	n.a
Dividend Payout	0.00	0.00	0.00	n.a

Appendix

Table: Sales Forecast

Sales Forecast		Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Sales													
Workshops	45%	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$7,500	\$10,000	\$10,000	\$10,000	\$12,500	\$12,500	\$12,500
Notebooks	30%	\$1,250	\$1,250	\$1,250	\$2,500	\$2,500	\$2,500	\$4,000	\$4,000	\$4,000	\$7,500	\$7,500	\$7,500
Soul CD's	25%	\$500	\$1,000	\$1,500	\$2,000	\$2,500	\$3,000	\$3,500	\$4,000	\$4,500	\$5,000	\$5,500	\$6,000
Total Sales		\$6,750	\$7,250	\$7,750	\$9,500	\$10,000	\$13,000	\$17,500	\$18,000	\$18,500	\$25,000	\$25,500	\$26,000
Direct Cost of Sales													
Workshops		\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$3,000	\$4,000	\$4,000	\$4,000	\$5,000	\$5,000	\$5,000
Notebooks		\$400	\$400	\$400	\$600	\$600	\$600	\$900	\$900	\$900	\$1,000	\$1,000	\$1,000
CD's		\$100	\$200	\$300	\$400	\$500	\$600	\$700	\$800	\$900	\$1,000	\$1,000	\$1,000
Subtotal Direct Cost of Sales		\$3,000	\$3,100	\$3,200	\$3,500	\$3,600	\$4,200	\$5,600	\$5,700	\$5,800	\$7,000	\$7,000	\$7,000

Appendix

Table: Personnel

Personnel Plan		Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
CEO	5%	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Secretary	5%	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Total People		2	2	2	2	2	2	2	2	2	2	2	2
Total Payroll		\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500

Appendix

Table: General Assumptions

General Assumptions	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Plan Month	1	2	3	4	5	6	7	8	9	10	11	12
Current Interest Rate	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
Long-term Interest Rate	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
Tax Rate	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%
Other	0	0	0	0	0	0	0	0	0	0	0	0

Appendix

Table: Profit and Loss

Pro Forma Profit and Loss												
	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Sales	\$6,750	\$7,250	\$7,750	\$9,500	\$10,000	\$13,000	\$17,500	\$18,000	\$18,500	\$25,000	\$25,500	\$26,000
Direct Costs of Goods	\$3,000	\$3,100	\$3,200	\$3,500	\$3,600	\$4,200	\$5,600	\$5,700	\$5,800	\$7,000	\$7,000	\$7,000
Other Costs of Goods	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Cost of Goods Sold	\$3,200	\$3,300	\$3,400	\$3,700	\$3,800	\$4,400	\$5,800	\$5,900	\$6,000	\$7,200	\$7,200	\$7,200
Gross Margin	\$3,550	\$3,950	\$4,350	\$5,800	\$6,200	\$8,600	\$11,700	\$12,100	\$12,500	\$17,800	\$18,300	\$18,800
Gross Margin %	52.59%	54.48%	56.13%	61.05%	62.00%	66.15%	66.86%	67.22%	67.57%	71.20%	71.76%	72.31%
Expenses												
Payroll	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Marketing/Promotion	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,200	\$1,500	\$5,000	\$5,200	\$5,500
Depreciation	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Rent	\$2,500	\$2,500	\$2,500	\$1,000	\$1,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Utilities	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Insurance	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Payroll Taxes	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375
Other	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Total Operating Expenses	\$7,175	\$7,175	\$7,175	\$5,675	\$6,175	\$7,175	\$7,175	\$7,375	\$7,675	\$11,175	\$11,375	\$11,675
Profit Before Interest and Taxes	(\$3,625)	(\$3,225)	(\$2,825)	\$125	\$25	\$1,425	\$4,525	\$4,725	\$4,825	\$6,625	\$6,925	\$7,125
EBITDA	(\$3,325)	(\$2,925)	(\$2,525)	\$425	\$325	\$1,725	\$4,825	\$5,025	\$5,125	\$6,925	\$7,225	\$7,425
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Taxes Incurred	(\$1,088)	(\$968)	(\$848)	\$38	\$8	\$428	\$1,358	\$1,418	\$1,448	\$1,988	\$2,078	\$2,138
Net Profit	(\$2,538)	(\$2,258)	(\$1,978)	\$88	\$18	\$998	\$3,168	\$3,308	\$3,378	\$4,638	\$4,848	\$4,988
Net Profit/Sales	-37.59%	-31.14%	-25.52%	0.92%	0.18%	7.67%	18.10%	18.38%	18.26%	18.55%	19.01%	19.18%

Appendix

Table: Cash Flow

Pro Forma Cash Flow	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Cash Received												
Cash from Operations												
Cash Sales	\$5,063	\$5,438	\$5,813	\$7,125	\$7,500	\$9,750	\$13,125	\$13,500	\$13,875	\$18,750	\$19,125	\$19,500
Cash from Receivables	\$0	\$56	\$1,692	\$1,817	\$1,952	\$2,379	\$2,525	\$3,288	\$4,379	\$4,504	\$4,679	\$6,254
Subtotal Cash from Operations	\$5,063	\$5,494	\$7,504	\$8,942	\$9,452	\$12,129	\$15,650	\$16,788	\$18,254	\$23,254	\$23,804	\$25,754
Additional Cash Received												
Sales Tax, VAT, HST/GST Received	0.00%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Current Borrowing		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Investment Received		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$5,063	\$5,494	\$7,504	\$8,942	\$9,452	\$12,129	\$15,650	\$16,788	\$18,254	\$23,254	\$23,804	\$25,754
Expenditures												
Expenditures from Operations												
Cash Spending	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Bill Payments	\$150	\$4,542	\$6,148	\$7,034	\$6,954	\$7,378	\$9,970	\$13,037	\$12,017	\$12,648	\$18,848	\$17,865
Subtotal Spent on Operations	\$2,650	\$7,042	\$8,648	\$9,534	\$9,454	\$9,878	\$12,470	\$15,537	\$14,517	\$15,148	\$21,348	\$20,365
Additional Cash Spent												
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Spent	\$2,650	\$7,042	\$8,648	\$9,534	\$9,454	\$9,878	\$12,470	\$15,537	\$14,517	\$15,148	\$21,348	\$20,365
Net Cash Flow	\$2,413	(\$1,548)	(\$1,144)	(\$593)	(\$2)	\$2,251	\$3,181	\$1,251	\$3,737	\$8,107	\$2,456	\$5,390
Cash Balance	\$27,413	\$25,865	\$24,721	\$24,128	\$24,126	\$26,377	\$29,558	\$30,808	\$34,546	\$42,652	\$45,108	\$50,498

Appendix

Table: Balance Sheet

Pro Forma Balance Sheet													
	Starting Balances	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Assets													
Current Assets													
Cash	\$25,000	\$27,413	\$25,865	\$24,721	\$24,128	\$24,126	\$26,377	\$29,558	\$30,808	\$34,546	\$42,652	\$45,108	\$50,498
Accounts Receivable	\$0	\$1,688	\$3,444	\$3,690	\$4,248	\$4,796	\$5,667	\$7,517	\$8,729	\$8,975	\$10,721	\$12,417	\$12,663
Inventory	\$6,000	\$4,000	\$3,410	\$3,520	\$3,850	\$3,960	\$4,620	\$6,160	\$6,270	\$6,380	\$7,700	\$7,700	\$7,700
Other Current Assets	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Total Current Assets	\$35,000	\$37,100	\$36,719	\$35,930	\$36,226	\$36,882	\$40,664	\$47,234	\$49,807	\$53,901	\$65,073	\$69,225	\$74,860
Long-term Assets													
Long-term Assets	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Accumulated Depreciation	\$0	\$300	\$600	\$900	\$1,200	\$1,500	\$1,800	\$2,100	\$2,400	\$2,700	\$3,000	\$3,300	\$3,600
Total Long-term Assets	\$25,000	\$24,700	\$24,400	\$24,100	\$23,800	\$23,500	\$23,200	\$22,900	\$22,600	\$22,300	\$22,000	\$21,700	\$21,400
Total Assets	\$60,000	\$61,800	\$61,119	\$60,030	\$60,026	\$60,382	\$63,864	\$70,134	\$72,407	\$76,201	\$87,073	\$90,925	\$96,260
Liabilities and Capital													
Current Liabilities													
Accounts Payable	\$0	\$4,338	\$5,914	\$6,803	\$6,711	\$7,049	\$9,534	\$12,637	\$11,602	\$12,018	\$18,253	\$17,257	\$17,605
Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Current Liabilities	\$0	\$4,338	\$5,914	\$6,803	\$6,711	\$7,049	\$9,534	\$12,637	\$11,602	\$12,018	\$18,253	\$17,257	\$17,605
Long-term Liabilities													
Total Liabilities	\$0	\$4,338	\$5,914	\$6,803	\$6,711	\$7,049	\$9,534	\$12,637	\$11,602	\$12,018	\$18,253	\$17,257	\$17,605
Capital													
Paid-in Capital	\$85,000	\$85,000	\$85,000	\$85,000	\$85,000	\$85,000	\$85,000	\$85,000	\$85,000	\$85,000	\$85,000	\$85,000	\$85,000
Retained Earnings	(\$25,000)	(\$25,000)	(\$25,000)	(\$25,000)	(\$25,000)	(\$25,000)	(\$25,000)	(\$25,000)	(\$25,000)	(\$25,000)	(\$25,000)	(\$25,000)	(\$25,000)
Earnings	\$0	(\$2,538)	(\$4,795)	(\$6,773)	(\$6,685)	(\$6,668)	(\$5,670)	(\$2,503)	\$805	\$4,183	\$8,820	\$13,668	\$18,655
Total Capital	\$60,000	\$57,463	\$55,205	\$53,228	\$53,315	\$53,333	\$54,330	\$57,498	\$60,805	\$64,183	\$68,820	\$73,668	\$78,655
Total Liabilities and Capital	\$60,000	\$61,800	\$61,119	\$60,030	\$60,026	\$60,382	\$63,864	\$70,134	\$72,407	\$76,201	\$87,073	\$90,925	\$96,260
Net Worth	\$60,000	\$57,463	\$55,205	\$53,228	\$53,315	\$53,333	\$54,330	\$57,498	\$60,805	\$64,183	\$68,820	\$73,668	\$78,655