

# Super-Duper Early Stage Startup Cash-Basis Budget

All numbers below are completely made up. I have pulled them out of the air. These are intended to be illustrative only; I have not done any real research in how much it costs to create and launch an app. Though these numbers are almost certainly too low!

Opening cash 130,000 (grants/ seed funding/ savings/ Mom & Dad/ etc.)  
 App Development 100,000 (basic version/ no major development/ best friend from army has a friend who is giving you a discount)  
 Hosting ☞ - Amazon Free Tier  
 Revenue model Develop a app that goes viral and someone will acquire it

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Salaries	-	-	-	-	-	-	-	-	-	-	-	-
Initial Development	-	30,000	24,000	25,000	21,000	-	-	-	-	-	-	-
Ongoing maintenance & development	-	-	-	-	-	3,000	12,000	5,000	5,500	3,000	6,000	7,000
Usability testing	-	-	-	3,000	3,000	3,000	-	-	-	-	-	-
Site/ cloud costs	-	-	500	-	-	-	-	-	-	-	-	-
Other costs	-	1,000	800	4,000	-	496	-	1,000	1,500	1,000	1,000	1,000
Marketing	-	-	-	-	-	-	8,000	8,000	8,000	8,000	8,000	8,000
Rent	-	-	-	-	-	-	-	-	-	-	-	-
Legal fees	1,500	-	3,000	7,000	-	-	-	10,000	-	-	-	-
Accountant	-	-	-	750	750	750	750	750	750	750	750	750
Travel / Fundraising	-	-	-	5,000	2,000	100	-	800	6,000	-	-	-
Other costs	1,000	3,500	3,800	1,800	2,500	1,900	800	2,100	6,400	3,200	1,100	2,600
<b>Total expenditures</b>	<b>2,500</b>	<b>34,500</b>	<b>32,100</b>	<b>46,550</b>	<b>29,250</b>	<b>9,246</b>	<b>21,550</b>	<b>27,650</b>	<b>28,150</b>	<b>15,950</b>	<b>16,850</b>	<b>19,350</b>
<b>Opening Cash</b>	130,000	127,500	93,000	60,900	64,350	35,100	25,854	21,304	(6,346)	(34,496)	(50,446)	(67,296)
Additions (personal loan)	-	-	-	50,000	-	-	17,000	-	-	-	-	-
Expenditures	(2,500)	(34,500)	(32,100)	(46,550)	(29,250)	(9,246)	(21,550)	(27,650)	(28,150)	(15,950)	(16,850)	(19,350)
<b>Ending Cash</b>	<b>127,500</b>	<b>93,000</b>	<b>60,900</b>	<b>64,350</b>	<b>35,100</b>	<b>25,854</b>	<b>21,304</b>	<b>(6,346)</b>	<b>(34,496)</b>	<b>(50,446)</b>	<b>(67,296)</b>	<b>(86,646)</b>