

July 2021

Financial Report

Jensen Sandbox



Prepared By
My Practice Name

Prepared On
December 8, 2021



These reports are for management and internal purposes only. We have not audited, or review the accompanying financial statements. As a result, we do not express an opinion or any other form of assurance on them.

Contents

Executive Summary3

Profit and Loss (last 3 months)4

Balance Sheet (last month)5

Statement of Cash Flows6

Top 10 Vendors by Spend7

Metrics8

Executive Summary

Here's what I want my clients to know about their financials if they just read one or two sentences.

Revenue

July

\$3,605



Up **118%**
vs. Jun 2021

YTD

\$8,520



Up **-%**
vs. Jan-Jul 2020

Cost Of Goods Sold

July

\$278



Up **11%**
vs. Jun 2021

YTD

\$1,065



Up **296%**
vs. Jan-Jul 2020

Operating Expenses

July

\$18,191



Up **80%**
vs. Jun 2021

YTD

\$44,965



Up **171%**
vs. Jan-Jul 2020

Net Income

July

-\$15,864



Down **82%**
vs. Jun 2021

YTD

-\$38,510



Down **129%**
vs. Jan-Jul 2020

Key Metrics

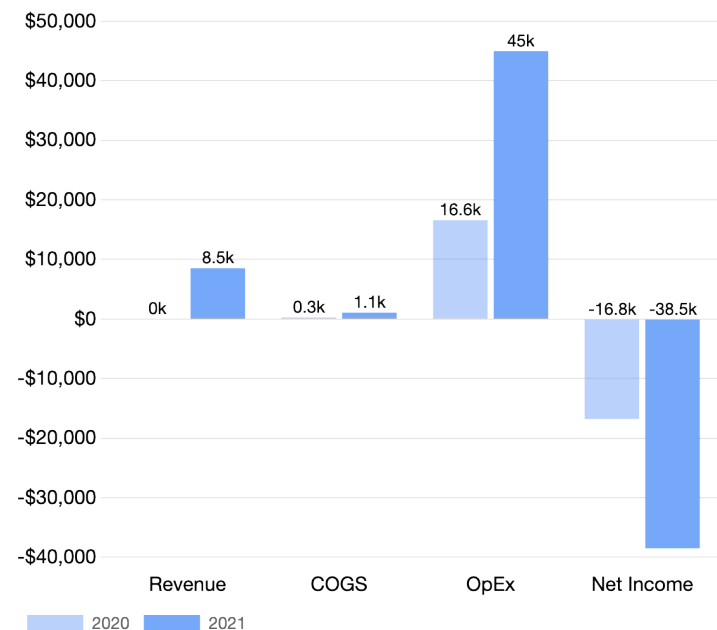
Bank Accounts

\$42.8k

GrossProfitMargin

92%

Profit and Loss: YTD 2021 vs. 2020



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Profit and Loss (last 3 months)

May 2021 - July 2021

Name	Vs Month Avg	May '21	Jun '21	Jul '21	Total
INCOME					
Discounts		-	-	-	-
Salesssss	+ \$2,209.28 (158%)	\$1,136.48	\$1,657.52	\$3,606.28	\$6,400.28
Total Income	+ \$2,208.28 (158%)	\$1,136.48	\$1,657.52	\$3,605.28	\$6,399.28
COST OF GOODS SOLD					
Hosting Fees		\$185.62	\$251.38	\$278.50	\$715.50
Total Cost of Goods Sold		\$185.62	\$251.38	\$278.50	\$715.50
GROSS PROFIT	+ \$2,148.28 (182%)	\$950.86	\$1,406.14	\$3,326.78	\$5,683.78
EXPENSES					
Advertising	+ \$2,910.77 (107%)	\$5,187.68	\$231.41	\$5,620.32	\$11,039.41
Dues & Subscriptions		\$669.12	\$556.78	\$650.23	\$1,876.13
Headcount Spend	- \$1,367.05 (38%)	\$1,158.56	\$6,032.67	\$2,228.56	\$9,419.79
Office Expenses	+ \$1,743.93 (2780%)	\$109.37	\$16.08	\$1,806.65	\$1,932.10
Rent or Lease	+ \$7,465.50 (3282%)	\$25.00	\$430.00	\$7,693.00	\$8,148.00
Various	- \$2,110.72 (92%)	\$1,765.60	\$2,840.82	\$192.49	\$4,798.91
Total Expenses	+ \$8,679.71 (91%)	\$8,915.33	\$10,107.76	\$18,191.25	\$37,214.34
NET OPERATING INCOME	- \$6,531.42 (78%)	-\$7,964.47	-\$8,701.62	-\$14,864.47	-\$31,530.56
OTHER EXPENSES					
Interest Expense	+ \$1,000.00 (-)	-	-	\$1,000.00	\$1,000.00
Total Other Expenses	+ \$1,000.00 (-)	-	-	\$1,000.00	\$1,000.00
NET OTHER INCOME	- \$1,000.00 (-)	-	-	-\$1,000.00	-\$1,000.00
NET INCOME	- \$7,531.42 (90%)	-\$7,964.47	-\$8,701.62	-\$15,864.47	-\$32,530.56

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Balance Sheet (last month)

July 2021

Name	Jul '21
ASSETS	-
Current Assets	-
Bank Accounts	-
Brex Cash	\$1,000.00
Chase Checking	\$41,814.05
Total Bank Accounts	\$42,814.05
Other Current Assets	-
Uncategorized Asset	-\$1,000.00
Total Other Current Assets	-\$1,000.00
Total Current Assets	\$41,814.05
TOTAL ASSETS	\$41,814.05
LIABILITIES AND EQUITY	-
Liabilities	-
Current Liabilities	-
Credit Cards	-
Brex Card	\$1,981.86
Total Credit Cards	\$1,981.86
Total Current Liabilities	\$1,981.86
Total Liabilities	\$1,981.86
Equity	-
owner's investment	-\$56,852.55
Retained Earnings	-\$29,804.83
Safes & Notes	\$165,000.06
Net Income	-\$38,510.49
Total Equity	\$39,832.19
TOTAL LIABILITIES AND EQUITY	\$41,814.05

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Statement of Cash Flows

May 2021 - July 2021

Name	Total	Info
OPERATING ACTIVITIES	-	
Net Income	-\$32,530.56	
Adjustments to reconcile Net Income to Net Cash provided by operations:	-	
Uncategorized Asset	\$1,000.00	We paid for an expense with this asset instead of cash.
Brex Card	\$1,801.86	We have a higher balance outstanding on this account. This means we didn't have to use cash, but we'll have to pay this back later.
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	\$2,801.86	
Net cash provided by operating activities	-\$29,728.70	
FINANCING ACTIVITIES	-	
owner's investment	-\$57,000.00	We paid out dividends / owners' distribution.
Safes & Notes	\$125,000.00	There was an equity investment in the company.
Net cash provided by financing activities	\$68,000.00	
Net cash increase for period	\$38,271.30	
Cash at beginning of period	\$4,542.75	
Cash at end of period	\$42,814.05	

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Top 10 Vendors by Spend (Year-to-date)

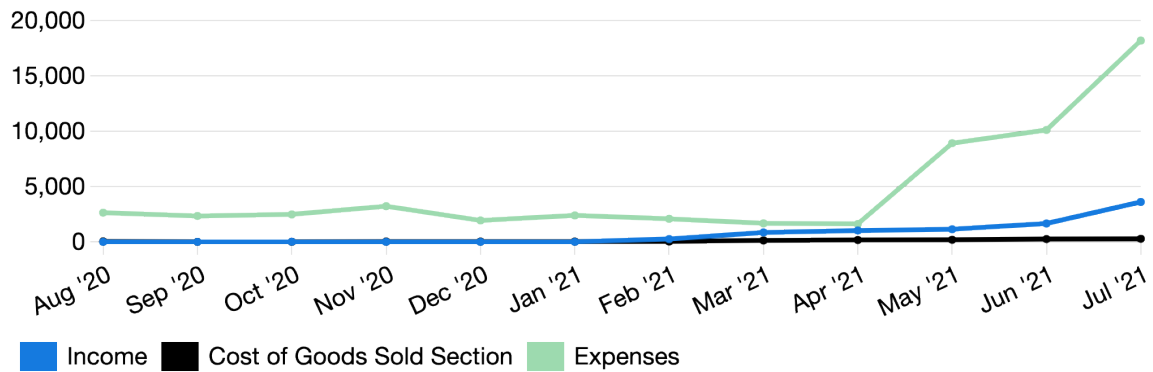
January 2021 - July 2021

Name	Amount
1. Venmo	\$2,753.34
2. Intuit	\$1,117.82
3. Amazon	\$719.26
4. Amazon Web Services	\$535.10
5. vpm	\$175.00
6. shuttle bus tours	\$150.00
7. zoom	\$114.38
8. International House of Pancakes	\$72.00
9. calendly	\$70.00
10. Statefarm	\$64.14

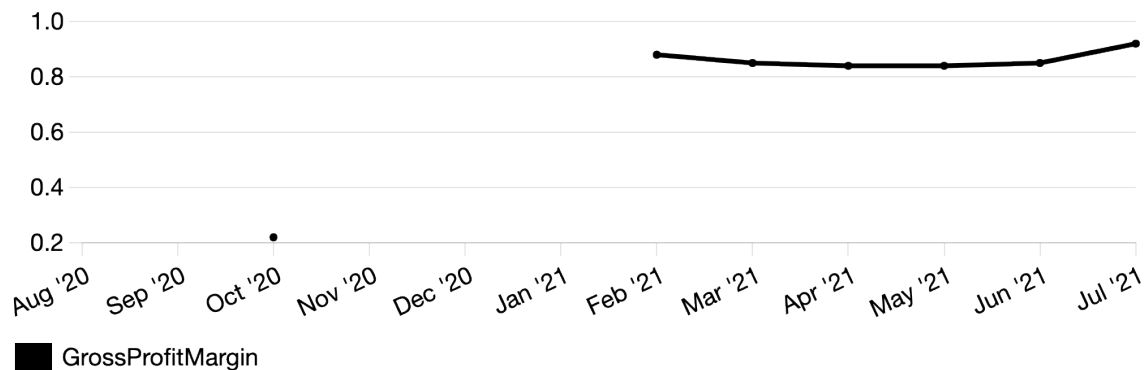
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Metrics

Profit and Loss



Gross Profit Margin



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