



**hoop!a**

Excitement Delivered to You

# ***Financial Statements***

***Los Angeles Conference & Exhibition  
2019***

# Company Overview

**H**oopla is a company that offers a variety of different packages to Sports events, Festivals, Concerts, and Seasonal Events. As a company, our mission is to make sure that our customers have the best experience they can have in any event that they wish to attend. We accomplish this by providing the main essentials necessary to maximizing our customers experience, such as: VIP Tickets and Items that will help maximize your excitement during the event. This is all included in one package, one package that will be adjusted accordingly to the event that they choose to attend. Through this simple, yet efficient method, we will not only be able to plan your event accordingly but we will also be able to maximize your experience and make the event become an unforgettable experience.



Concert Package



Festival Package



Concert Package



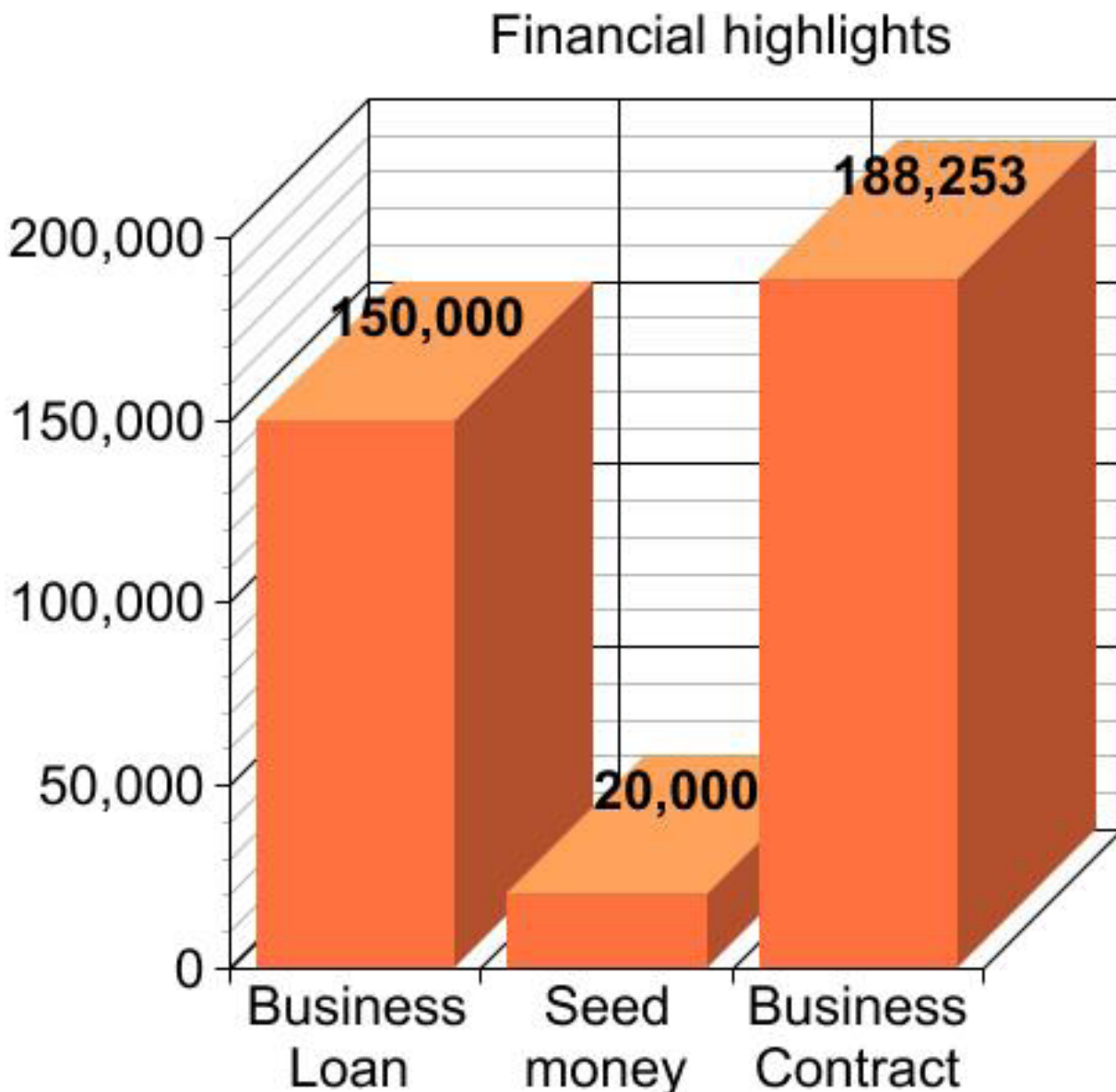
Sports Package



Festival Package

# Financial Highlights

Our company started in October 2018 and from the few months of service, we have had 3 highlights that have helped our company get off the ground. In October of 2018, we recieved \$20,000.00 in Seed Money . The seed money was used for intitial office furniture and equipment. In November, we had two highlights. the first being a sales contract that runs through April fo 2019 for \$188,253.00 per month. This sales contract will help us make payroll each month. Finally, we applied and recieved a business loan ffor \$150,000.00. This money was used to pay our first payroll and it also helped us initially pay for our utilities, computers, and other expenses.





# Break Even

Average selling price per sale	\$517.00
Average cost of goods sold per sale	\$365.00
Average profit rate	30%
Annual Fixed Cost	\$1,633,986.00

X	Y	Y	Y	Y
Units Sold	Revenue	Variable Cost	Fixed Cost	Total Cost
750	\$387,750.00	\$273,750.00	\$1,633,986.00	\$1,907,736.00
1500	\$775,500.00	\$547,500.00	\$1,633,986.00	\$2,181,486.00
2250	\$1,163,250.00	\$821,250.00	\$1,633,986.00	\$2,455,236.00
3000	\$1,551,000.00	\$1,095,000.00	\$1,633,986.00	\$2,728,986.00
3750	\$1,938,750.00	\$1,368,750.00	\$1,633,986.00	\$3,002,736.00
4500	\$2,326,500.00	\$1,642,500.00	\$1,633,986.00	\$3,276,486.00
5250	\$2,714,250.00	\$1,916,250.00	\$1,633,986.00	\$3,550,236.00
6000	\$3,102,000.00	\$2,190,000.00	\$1,633,986.00	\$3,823,986.00
6750	\$3,489,750.00	\$2,463,750.00	\$1,633,986.00	\$4,097,736.00
7500	\$3,877,500.00	\$2,737,500.00	\$1,633,986.00	\$4,371,486.00
8250	\$4,265,250.00	\$3,011,250.00	\$1,633,986.00	\$4,645,236.00
9000	\$4,653,000.00	\$3,285,000.00	\$1,633,986.00	\$4,918,986.00
9750	\$5,040,750.00	\$3,558,750.00	\$1,633,986.00	\$5,192,736.00
10500	\$5,428,500.00	\$3,832,500.00	\$1,633,986.00	\$5,466,486.00
11250	\$5,816,250.00	\$4,106,250.00	\$1,633,986.00	\$5,740,236.00
12000	\$6,204,000.00	\$4,380,000.00	\$1,633,986.00	\$6,013,986.00
12750	\$6,591,750.00	\$4,653,750.00	\$1,633,986.00	\$6,287,736.00
13500	\$6,979,500.00	\$4,927,500.00	\$1,633,986.00	\$6,561,486.00
14250	\$7,367,250.00	\$5,201,250.00	\$1,633,986.00	\$6,835,236.00
15000	\$7,755,000.00	\$5,475,000.00	\$1,633,986.00	\$7,108,986.00
15750	\$8,142,750.00	\$5,748,750.00	\$1,633,986.00	\$7,382,736.00
16500	\$8,530,500.00	\$6,022,500.00	\$1,633,986.00	\$7,656,486.00
17250	\$8,918,250.00	\$6,296,250.00	\$1,633,986.00	\$7,930,236.00

**Break even point in sales dollars: =**

Average selling price x Breakeven point in units

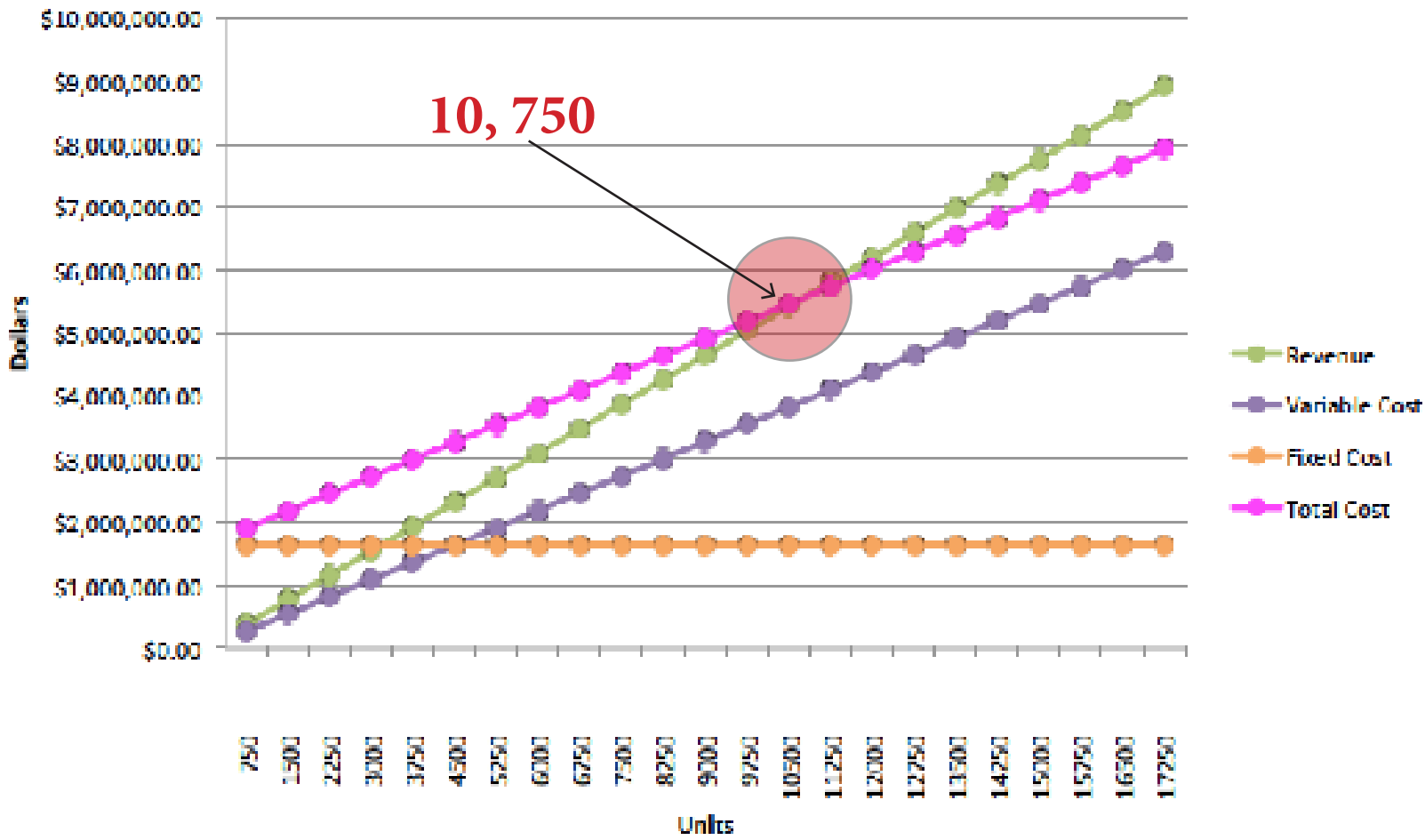
Total sales at break even = \$3,267,972.00

**Break even point in # of sales:**

Breakeven point in units = Fixed costs / (Average selling price per unit - average variable cost per unit)

Breakeven point in units = 10,750

# Break Even Graph



For our company to be able to break even, we must sell 10,750 packages. After we sell this number of packages, we will then become profitable. Our company will then be able to grow and use its profits to expand the business.

# Actual & Projected Income Statement

	Hoopla							
	Time Periods							
	ACTUAL			PROJECTED				
	October	November	December	January	February	March	April	
<b>Sales</b>								
Business to Business	\$ 188,253.00	\$ 188,253.00	\$ 188,253.00	\$ 188,253.00	\$ 188,253.00	\$ 188,253.00	\$ 188,253.00	\$ 188,253.00
Trade Show Sales	\$ 12,365.49	\$ 18,354.27	\$ -	\$ 35,000.00	\$ 40,000.00	\$ 55,000.00	\$ 75,000.00	\$ 75,000.00
Internet Sales	\$ -	\$ -	\$ 2,840.00	\$ 3,709.09	\$ 3,894.54	\$ 4,089.27	\$ 4,293.74	\$ 4,293.74
Cost of Goods Sold	\$ 100,309.25	\$ 103,303.64	\$ 95,546.50	\$ 113,481.05	\$ 116,073.77	\$ 123,671.14	\$ 133,773.37	\$ 133,773.37
<b>GROSS PROFIT</b>	<b>\$ 100,309.25</b>	<b>\$ 103,303.64</b>	<b>\$ 95,546.50</b>	<b>\$ 113,481.05</b>	<b>\$ 116,073.77</b>	<b>\$ 123,671.14</b>	<b>\$ 133,773.37</b>	<b>\$ 133,773.37</b>
<b>Operating Expenses</b>								
Salary (Office & Overhead)	\$ 112,871.80	\$ 112,871.80	\$ 112,871.80	\$ 110,098.49	\$ 110,098.49	\$ 110,098.49	\$ 110,098.49	\$ 110,098.49
Payroll (taxes, etc.)	\$ 8,634.69	\$ 8,634.69	\$ 8,634.69	\$ 8,422.53	\$ 8,422.53	\$ 8,422.53	\$ 8,422.53	\$ 8,422.53
Outside Services	\$ 335.00	\$ 335.00	\$ 335.00	\$ 335.00	\$ 335.00	\$ 335.00	\$ 335.00	\$ 335.00
Supplies	\$ 610.14	\$ 610.14	\$ 610.14	\$ 610.14	\$ 610.14	\$ 610.14	\$ 610.14	\$ 610.14
Advertising	\$ 25.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Car, Delivery, Travel	\$ 800.00	\$ 800.00	\$ -	\$ 2,400.00	\$ -	\$ -	\$ -	\$ -
Legal Expenses	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
Rent	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00	\$ 3,360.00
Telephone	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50
Utilities	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50	\$ 2,504.50
Insurance	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00
Interest	\$ -	\$ -	\$ 656.25	\$ 646.66	\$ 637.03	\$ 627.36	\$ 617.64	\$ 617.64
Depreciation	\$ 566.64	\$ 566.64	\$ 566.64	\$ 566.64	\$ 566.64	\$ 566.64	\$ 566.64	\$ 566.64
Other Expenses	\$ 356.48	\$ 356.48	\$ 356.48	\$ 356.48	\$ 356.48	\$ 356.48	\$ 356.48	\$ 356.48
<b>TOTAL OPERATING EXPENSES</b>	<b>\$ 132,056.75</b>	<b>\$ 132,031.75</b>	<b>\$ 131,888.00</b>	<b>\$ 131,292.94</b>	<b>\$ 128,883.31</b>	<b>\$ 128,873.64</b>	<b>\$ 128,863.92</b>	<b>\$ 128,863.92</b>
<b>NET PROFIT/LOSS BEFORE TAXES</b>	<b>\$ (31,747.51)</b>	<b>\$ (28,728.12)</b>	<b>\$ (36,341.50)</b>	<b>\$ (17,811.90)</b>	<b>\$ (12,809.54)</b>	<b>\$ (5,202.51)</b>	<b>\$ 4,909.44</b>	<b>\$ 4,909.44</b>
Income Taxes	\$ 23,897.14	\$ 23,897.14	\$ 23,897.14	\$ 23,368.22	\$ 23,368.22	\$ 23,368.22	\$ 23,368.22	\$ 23,368.22
<b>NET PROFIT/LOSS AFTER TAX</b>	<b>\$ (55,644.65)</b>	<b>\$ (52,625.26)</b>	<b>\$ (60,238.64)</b>	<b>\$ (41,180.12)</b>	<b>\$ (36,177.76)</b>	<b>\$ (28,570.73)</b>	<b>\$ (18,458.78)</b>	<b>\$ (18,458.78)</b>
Owner draw or dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>RETAINED EARNINGS</b>	<b>\$ (55,644.65)</b>	<b>\$ (52,625.26)</b>	<b>\$ (60,238.64)</b>	<b>\$ (41,180.12)</b>	<b>\$ (36,177.76)</b>	<b>\$ (28,570.73)</b>	<b>\$ (18,458.78)</b>	<b>\$ (18,458.78)</b>

We had some changes in staffing in December and starting in January, we had one less employee, and due to that unfortunate event, our salary number dropped from \$112,871.80.00 to \$110,098.46.00 . This also made our numbers change for our payroll taxes. In our internet sales, we projected a .05% growth per month.

# Balance Sheet

as of 12/31/18

## Assets

### Current Assets

Cash	\$ 308,001.62
Investments in stocks	\$ -
Accounts receivable	\$ 29,267.47
Merchandise inventory	\$ 15,307.50
Supplies	\$ 425.00

### Total Current Assets

\$353,001.59

### Fixed Assets

Computers	\$ 37,981.46
Less: accumulated depreciation	\$ 633.02
Furniture and fixtures	\$ 10,597.55
Less: accumulated depreciation	\$ 176.63
Office equipment	\$ 3,238.13
Less: accumulated depreciation	\$ 53.97

### Total Fixed Assets

\$ 50,953.52

### Total Assets

\$403,955.11

## Liabilities and Stockholders' Equity

### Current Liabilities

Accounts payable	\$ 4,426.50
Sales tax payable	\$ 973.70
Salaries payable	\$ 112,871.67
Payroll tax payable	\$ 23,897.14
401(k) payable	\$ -
Other payable	\$ -
Corporate tax payable	\$ 8,634.69

### Total Current Liabilities

\$ 150,803.70

### Long Term Liabilities

Loan payable	\$ 2,847.90
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### Total Liabilities

\$153,651.60

### Stockholders' Equity

Paid-in capital	
Preferred Stock	
Common stock, \$10 par value, * # shares issued	\$ 20,000.00
Additional paid-in-capital	
In excess of par value	\$ -
Retained earnings	\$230,303.51

### Total Stockholders' Equity

\$250,303.51

### Total Liabilities and Stockholders' Equity

\$403,955.11

# Hoopla's Bank Balance

## Account summary

Account	Account no	Balance
<a href="#">Hoopla (Budget Checking)</a>	630326509	\$376,424.36

<b>Balance</b>
<b>\$376,424.36</b>

As of January 28, 2019





**1401 S. Grand Ave. Santa Ana, CA 92701**