



ACE
CONSULTING GROUP

SAMPLE SERVICES

UPDATED JANUARY 2014

EXPENSE TRACKING

Date of Payment	Description	Cheque#	Debt/Credit	ITC Recoverable	HST	Total Amount	Notes
12-13-13	Incorporation	3	Chequing	\$ 31.10	\$ 31.10	\$ 470.35	Invoice #
12-30-13		1	Chequing	\$ 117.98	\$ 117.98	\$ 1,025.48	Invoice #
12-31-13	- Incorporation	18	Chequing	\$ 22.62	\$ 22.62	\$ 196.62	Invoice #
1-2-14			Chequing	\$ 2.07	\$ 4.13	\$ 41.32	Debit Card Purchase - Jan Stmt
1-6-14	Order #702-8428954-5518641 (2 BenQ 34-inch 1080p)		VISA	\$ 44.20	\$ 44.20	\$ 384.18	Order #
1-6-14	Order #702-0236911-5673864 (Logitech Mouse)		VISA	\$ 2.47	\$ 2.47	\$ 21.46	Order #
1-14-14			Chequing	\$ 1.55	\$ 1.55	\$ 13.49	Debit Card Purchase - Jan Stmt
1-17-14			Chequing	\$ 6.73	\$ 13.45	\$ 134.41	Debit Card Purchase - Jan Stmt
2-1-14		10	Chequing	\$ 100.10	\$ 100.10	\$ 870.10	Invoice #
3-1-14		20	Chequing	\$ 114.40	\$ 114.40	\$ 994.40	Invoice #
3-25-14	- Incorporation	39	Chequing	\$ 1,095.51	\$ 1,095.51	\$ 9,522.51	Invoice #
4-1-14		30	Chequing	\$ 182.33	\$ 182.33	\$ 1,584.83	Invoice #
4-2-14	Commercial Insurance Policy	31	Chequing	\$ 62.40	\$ 62.40	\$ 842.40	Invoice #
4-4-14	Office Supplies		Mastercard	\$ 25.87	\$ 25.87	\$ 224.87	Reference #
4-4-14	Computer Accessories		Mastercard	\$ 282.66	\$ 282.66	\$ 2,456.93	HST stated on receipt
4-4-14	Office Supplies		Mastercard	\$ 52.56	\$ 52.56	\$ 456.85	HST stated on receipt
4-4-14	- Furniture		Mastercard	\$ 158.76	\$ 158.76	\$ 1,380.00	Receipt #
4-10-14	Internet		Chequing	\$ 7.96	\$ 7.96	\$ 69.23	HST stated on receipt
4-10-14	- Furniture		Mastercard	\$ 213.67	\$ 213.67	\$ 1,857.25	Receipt #
4-11-14	Office Supplies		Mastercard	\$ 21.65	\$ 21.65	\$ 188.15	
4-11-14	Lock Service		Mastercard	\$ 2.60	\$ 2.60	\$ 22.60	
4-11-14	Supplies		Mastercard	\$ 4.12	\$ 4.12	\$ 162.56	Order #
4-11-14	Office Equipment: Laptop		Mastercard	\$ 98.67	\$ 98.67	\$ 857.66	Order #
4-14-14			Mastercard	\$ 4.39	\$ 8.77	\$ 87.72	HST not stated on receipt
4-14-14	- (Prepayment for rent and parking fees)	28, 29, 32, 36	Chequing	\$ 9,477.00	\$ 9,477.00	\$ 82,377.00	Sublet Receipt Document
4-15-14	Furniture		Mastercard	\$ 58.37	\$ 58.37	\$ 507.37	Invoice #
4-15-14	Computer Accessories		Mastercard	\$ 46.43	\$ 46.43	\$ 403.60	HST not stated on receipt
4-21-14				\$ 0.26	\$ 0.26	\$ 2.26	
4-23-14	Office Supplies		Mastercard	\$ 12.43	\$ 12.43	\$ 108.08	Check August CC Statement
4-28-14			Mastercard	\$ 4.75	\$ 9.49	\$ 94.86	Check May Bank Statement
4-28-14	Brokerage		Mastercard	\$ 23.18	\$ 23.18	\$ 67.53	Invoice #
5-1-14	Web Developer	48	Chequing	\$ 164.45	\$ 164.45	\$ 1,429.45	Invoice #

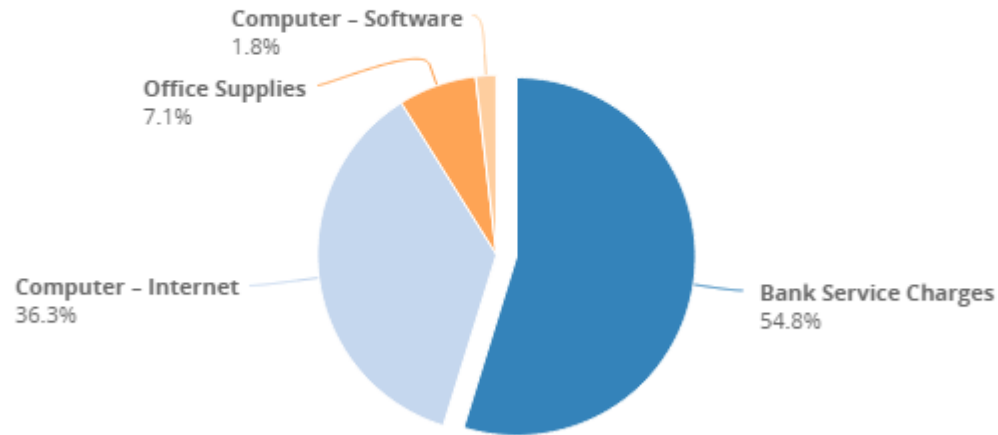
Starting up a new business or implementing a new project can involve many costs – this can become overwhelming. ACE helps reduce the stress by classifying expenditures into the correct accounts and providing sound tax planning from simple tax returns, HST claims and SR&ED claims.

ACCOUNTING SYSTEMS

Business Expenses

View month

Jan. 1, 2014 to today



With expertise in various accounting systems such as Wave Accounting, Sage One, QuickBooks, and more, ACE Consulting Group can help organize your financials by helping you select the optimal system for your company.

BUSINESS PLANNING

	<u>Pricing of Revenue + Expenses + Overhead</u>			
Number of employees	Revenue (business plan cost per month for unlimited clients, projects, invoicing, and timesheet approval)	Revenue + Expense + Overhead (without payroll)	Revenue + Overhead (up to 40 projects and 10 users of deal tracking functions) + Expense (without payroll)	Average
10	\$99.00	\$165.95	\$249.95	\$207.95
11	\$109.00	\$175.95	\$259.95	\$217.95
12	\$119.00	\$185.95	\$269.95	\$227.95
13	\$129.00	\$195.95	\$279.95	\$237.95
14	\$139.00	\$205.95	\$289.95	\$247.95
15	\$149.00	\$215.95	\$299.95	\$257.95
40	\$399.00	\$465.95	\$549.95	\$507.95

Smart decisions start with good planning. At ACE Consulting Group, we believe that the key to having a successful business is to have a good foundation. We can help bolster your business's foundation by providing operating model analysis, financial planning, and many other similar deliverables.

MARKET RESEARCH

Porter's Five Forces

1. Competition amongst existing firms (please see above)
2. Bargaining power of buyers (customers)
 - charges 6.5% on performers and 10% on hosts for using its services
 - Power of buyers is not that strong of a force in this industry because in addition to price, each firm offers its own unique services, which is why certain prices are justified.
 - Performers are less likely to have the option to pick amongst gigs
3. Bargaining power of suppliers
 - The number of people looking for performers is significantly lower than the actual number of performers; therefore, the bargaining power of suppliers is very high since suppliers have more options and can easily substitute one performer for another
4. Threat of new entrants
 - There is definitely a threat of newcomers, but it might be hard for them to be successful because by looking at the firms already in this industry, there are not many benefits left unprovided
 - This means that it will be hard for new entrants to differentiate themselves
 - Judging from the market research, the competition is of high intensity and each firm
5. Threat of substitute products
 - **Craigslist - highest threat of substitute**
 - In terms of pricing, Craigslist is free with a few exceptions for certain posts like job ads, car deals and a few more
 - A performer is looking for a gig or an event planner looking for a performer is considered a job ad - subject to costs of advertising depending on location
 - **Kijiji**
 - Artists or event planners can advertise on sites such as [kijiji](#) that are free most of the time
 - In the case that one wants to use premium features, Kijiji offers various packages
 - Top ad :\$16.99 (to keep your ad at the top instead of buried under free ads)
 - Highlight: \$3.99 (to make your ad stand out)

Wondering if your product will be well received by the public? Looking forward to expand? No matter your needs, ACE Consulting Group can help you along the way with various qualitative and quantitative forms analysis including competitive analysis, product viability, pricing advice, and advertising advice.

COST ANALYSIS

STANDARD COSTS					
BATTER	Price	Per Unit	Quantity Used	Cost/Ingredients	
BAKING POWDER	\$0.02	\$0.00	8	\$	0.13
BAKING SODA	\$0.02	oz = 6 teaspoon	7	\$	0.11
BUTTER	\$2.25	\$0.00	4	\$	9.00
FLOUR	\$0.30	5g = 1 cup of flc	1	\$	0.30
SOY MILK	\$0.44	\$0.00	5	\$	2.20
SUGAR	\$0.25	\$0.00	3	\$	0.75
EGGS	\$0.25	\$0.00	2	\$	0.50
VANILLA EXTRACT	\$0.88	\$0.00	6	\$	5.25
TOTAL BATTER COST				\$	18.24
FROSTING	Price	Per Unit	Quantity Used	Cost/Ingredients	
BUTTER	\$2.25	\$0.00	4	\$	9.00
SUGAR	\$0.25	\$0.00	5	\$	1.25
VEGETABLE SHORTENING	\$0.71	\$0.00	7	\$	4.99
ICING SUGAR	\$0.44	lbs = 1.91722 ct	3	\$	1.32
TOTAL FROSTING COST				\$	16.57
PACKAGING	Price	Per Unit	Quantity Used	Cost/Ingredients	
CUPCAKE HOLDERS	\$0.24	batch	1	\$	0.24
TOTAL PACKAGING COST	#N/A	#N/A		\$	0.24

There are many factors to consider before making expenditures for a business, which is why ACE offers comprehensive budgeting services as well as guided advisory to bring out the pros and cons of each idea and to help you strive for optimal decision-making.

FORECASTING

Income Statement Projections

September 1, 2013 - March 1, 2016

	30-Sep-13	31-Dec-13	31-Mar-14	30-Jun-14	30-Sep-14	31-Dec-14	31-Mar-15	30-Jun-15	30-Sep-15	31-Dec-15	31-Mar-16	30-Jun-16	Growth %	
													Breakeven Sales (in square meters):	1,466
													Margin (per square meter):	1.30
Revenue														
Sales	-	-	-	-	-	-	-	-	975,000.00	1,023,750.00	1,074,937.50	1,128,684.38	5%	
# of Units Sold	-	-	-	-	-	-	-	-	1,500	1,575	1,654	1,736	5%	
Competition Grants	86,000.00	50,000.00	-	-	30,000.00	30,000.00	30,000.00	30,000.00	-	-	-	-	-	
Government Funding	-	-	-	30,000.00	285,000.00	187,500.00	190,000.00	205,000.00	-	-	-	-	-	
Potential Investment	-	-	50,000.00	182,500.00	285,000.00	187,500.00	190,000.00	205,000.00	-	-	-	-	-	
TOTAL REVENUE	86,000.00	50,000.00	50,000.00	212,500.00	315,000.00	217,500.00	220,000.00	235,000.00	976,500.00	1,025,325.00	1,076,591.25	1,130,420.81		
Cost of Goods Sold (COGS)														
Materials (including Freight-in)	-	-	-	-	-	-	-	-	300,000.00	315,000.00	330,750.00	347,287.50	5%	
Electronics	-	-	-	-	-	-	-	-	450,000.00	472,500.00	496,125.00	520,931.25	5%	
TOTAL COST OF GOODS SOLD	-	-	-	-	-	-	-	-	750,000.00	787,500.00	826,875.00	868,218.75		
GROSS PROFIT	86,000.00	50,000.00	50,000.00	212,500.00	315,000.00	217,500.00	220,000.00	235,000.00	226,500.00	237,825.00	249,716.25	262,202.06		
Operating Expenses														
Research & Development	2,550.25	1,232.62	10,000.00	11,000.00	12,100.00	13,310.00	14,641.00	16,105.10	17,715.61	19,487.17	21,435.89	23,579.48	10%	
Depreciation for CAPEX	-	-	-	-	-	2,000.00	2,000.00	2,000.00	10,000.00	10,000.00	10,000.00	10,000.00	-	
Depreciation for Hardware	-	175.00	250.00	500.00	500.00	500.00	500.00	501.00	500.00	500.00	500.00	500.00	-	
Online Servers	-	-	-	-	-	-	-	2,500.00	1,250.00	1,250.00	1,250.00	1,250.00	-	
Payroll														
Payroll – Salary & Wages	28,403.73	16,165.34	16,165.34	162,250.00	162,250.00	162,250.00	162,250.00	162,250.00	162,250.00	162,250.00	162,250.00	162,250.00	-	
CPP & EI	1,821.06	1,131.57	1,131.57	11,357.50	11,357.50	11,357.50	11,357.50	11,357.50	11,357.50	11,357.50	11,357.50	11,357.50	-	
Workplace Safety	-	161.65	161.65	1,622.50	1,622.50	1,622.50	1,622.50	1,622.50	1,622.50	1,622.50	1,622.50	1,622.50	-	
Insurance – Professional Liability	11.40	161.65	161.65	1,622.50	1,622.50	1,622.50	1,622.50	1,622.50	1,622.50	1,622.50	1,622.50	1,622.50	-	
Professional Fees														
Accounting Fees	19.21	56.41	375.00	375.00	375.00	375.00	375.00	375.00	500.00	500.00	500.00	500.00	-	
Legal Fees	2,190.74	1,220.40	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	-	
Bank Service Charges	45.85	75.00	100.00	100.00	100.00	100.00	100.00	101.00	100.00	100.00	100.00	100.00	-	
Advertising & Promotion	85.71	14.89	500.00	500.00	500.00	500.00	3,000.00	4,000.00	7,500.00	7,500.00	7,500.00	7,500.00	-	
Miscellaneous														
Postage & Delivery	1.64	1.64	1.64	1.64	1.64	1.64	1.64	1.64	1.64	1.64	1.64	1.64	-	
Meals and Entertainment	139.14	146.10	153.40	161.07	169.13	177.58	186.46	195.78	205.57	215.85	226.64	237.98	5%	
Office Supplies	61.27	61.27	61.27	61.27	61.27	61.27	61.27	61.27	61.27	61.27	61.27	61.27	-	
Duties	69.54	181.88	190.97	200.52	210.55	221.08	232.13	243.74	255.92	268.72	282.16	296.26	5%	
Grouped Costs	3,297.04	-	-	-	-	-	-	-	-	-	-	-	-	
Credit Card Collateral	1,000.00	-	-	-	-	-	-	-	-	-	-	-	-	
Safety Inspection	-	-	-	-	-	-	-	25,000.00	-	-	-	-	-	
TOTAL OPERATING EXPENSES	39,696.58	20,785.43	34,252.51	194,752.00	195,870.08	199,099.07	202,950.00	232,937.03	219,942.52	221,737.15	223,710.10	225,879.13		
NET PROFIT	46,303.42	29,214.57	15,747.49	17,748.00	119,129.92	18,400.93	17,050.00	2,062.97	6,557.48	16,087.85	26,006.15	36,322.94		

Whether if it's to provide investors with a future outlook on your business, or just to help you set goals in the long-run, ACE has you covered. With a breadth of knowledge in financial modeling including projections, discounted cash-flow, comparables and various forms of venture capital frameworks, a business can be projected (and even valued) based on a wide range of metrics to determine your future financial needs.

FINANCIAL STATEMENTS

Balance Sheet

As of: 2014-10-31

Created 2014-11-19

Assets

Account	Balance
Fixed Asset	
Computer Equipment	2,584.31
Total for Fixed Asset	2,584.31
Current Asset	
Accounts Receivable	0.00
HST Receivable	821.84
Total for Current Asset	821.84
Bank	
Cash	61,730.96
Total for Bank	61,730.96
Total Assets	65,137.11

Liabilities

Account	Balance
Current Liability	
Credit Card Payable	14.69
Credit Card Payable -	0.00
Credit Card Payable	479.97
Credit Card Payable	100.06
Accounts Payable -	290.07
Accounts Payable -	407.99
Accounts Payable -	132.10
Accounts Payable -	601.66
Bank Loan	30,000.00
Accounts Payable	0.00
HST Payable	1,300.00
Shareholder Loan	2,000.00

Organization and presentation are key when it comes to financial information. ACE Consulting Group can provide a variety of statements including balance sheets, income statements, cash flow statements, and bank reconciliations - especially useful for tax filing and investor analysis.

INDUSTRY CONNECTIONS



north pine
ventures



As a business grows, there is no doubt that more complex issues start to arise. Through the vast network that ACE has established over the years, it is very easy to be connected with law firms, accounting firms, banks, venture capital firms, and incubators in order to acquire professional services to attain the next level.