

Please note: this spreadsheet is a tool for "what if" analysis and should be different for every application:  
Areas shown in "ivory" are the primary variable areas that can be changed and will result in re-calculation  
There may be errors in this spreadsheet --- it represents one way of projecting (forecasting) future possibilities  
There is no magic here --- just one view of how to project a set of assumptions into the future.... JSNorton

Plan Assumptions: Operate with the look and feel of a Business Entity  
Business Name: "Snake Oil Trading"  
Business Objective: ROI of at least 20% per year & 2X Capital Growth in 5 YR  
Type of Business: Sole Proprietor  
Business Accounts: Simulated in Spreadsheets  
Plan Horizon: 5yr w/focus on year 1

Resources:

Capital:	Initial Capitalization	\$20,000	
	Projected Capital Allocation (no start-up costs)		
5	4 % Education	\$800	expense
3	3 % Equipment	\$600	expense
2	2 % R&D	\$400	expense
0	0 % Salary	\$0	expense
83	86 % Trading	\$17,200	capital
7	5 % Contingency	\$1,000	capital
	100 %	<u>\$20,000</u>	

**Estimate the performance of your mfg lines .... This is one approach ... what ever works for you is fine.**

Manufacturing Prc		Monthly Trading Expectations				Ramp Production over 3 months		Prof/mo	avg E{}	Profit/yr
Mfg	Start	% Funding	Max Risk	Risk/Rew	wins/yr	Profit %				
1	Q1	45%	7%	0.9	7	80%	Income			
			3.15%							
		\$7,740	\$542	\$488	\$284	\$227.56		\$228	0.42	\$2,731
2	Q2	45%	4%	3	5	80%	Speculation			
			1.80%							
		\$7,740	\$310	\$929	\$387	\$309.60		\$310	1.00	\$2,786
3	Q3	0%	5%	0.3	11	80%	Other			
			0.00%							
		\$0	\$0	\$0	\$0	\$0.00		\$0	0.00	\$0
4	Q2	3%	8%	10	0	80%	Hedge			
			0.24%							
		\$516	\$41	\$413	\$0	\$0.00		\$0	0.00	\$0
		<u>93%</u>	<u>5%</u>					<u>\$537</u>		<u>\$5,517</u>

PerCent  
 Initial  
 Capital

Risk per  
 mfg line  
 relative to  
 Portfolio

these two calculations give a view of total portfolio risk at any one time -- in this example -- per month



**Options Investing Business Forecast Worksheet**

Last Update: 01/13/2014

**2014 Proforma Monthly Cash Flow Statement**

		2014											
	YE 2013	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Inflow</b>													
Close Trades	Revenue	0	513	1026	1539	4222	6905	9588	9588	9588	9597	9799	9997
Capitalization	Capital	20000											
<b>Total Inflow</b>		20000	513	1026	1539	4222	6905	9588	9588	9588	9597	9799	9997
<b>Outflow</b>													
Open Trades	Inventory	361	722	1084	3705	6285	8865	8865	8865	8872	9042	9208	9208
Education	Expense	200			200			200			200		
Equipment	Expense	450						150					
R&D	Expense	33	33	33	33	33	33	33	33	33	33	33	33
Compensation	Expense	325	325	325	325	325	325	325	325	325	325	325	1209
<b>Total Outflow</b>		1370	1081	1442	4263	6643	9223	9573	9223	9230	9600	9567	10450
<b>Cash Flow</b>		18630	-568	-416	-2725	-2421	-2318	15	365	358	-3	232	-453

**2014 Proforma Monthly Balance Sheet**

	YE 2013	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Assets</b>													
Cash on hand	0	18630	18063	17647	14922	12501	10183	10198	10563	10921	10918	11150	10697
Inventory	0	361	722	1084	3705	6285	8865	8865	8865	8872	9042	9208	9208
Equipment	0	450	450	450	450	450	450	600	600	600	600	600	600
<b>Total Assets</b>	<b>20000</b>	<b>19442</b>	<b>19235</b>	<b>19180</b>	<b>19077</b>	<b>19236</b>	<b>19497</b>	<b>19663</b>	<b>20028</b>	<b>20393</b>	<b>20559</b>	<b>20958</b>	<b>20505</b>
<b>Liabilities &amp; Equity</b>													
<b>Liabilities</b>													
Debt	0	0	0	0	0	0	0	0	0	0	0	0	0
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Equity</b>	<b>20000</b>	<b>19442</b>	<b>19235</b>	<b>19180</b>	<b>19077</b>	<b>19236</b>	<b>19497</b>	<b>19663</b>	<b>20028</b>	<b>20393</b>	<b>20559</b>	<b>20958</b>	<b>20505</b>
Total L&E	20000	19442	19235	19180	19077	19236	19497	19663	20028	20393	20559	20958	20505

**Options Investing Bus**

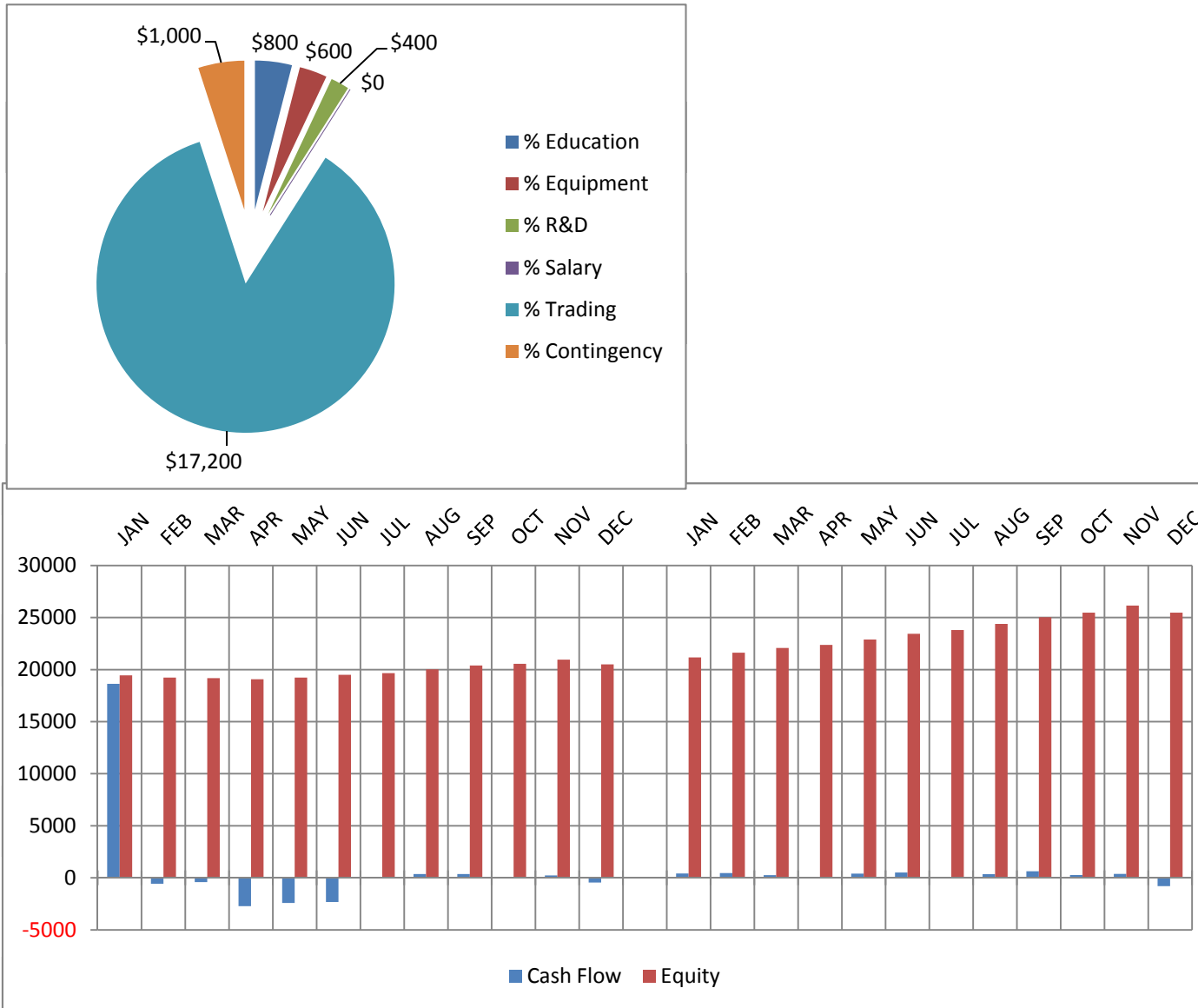
Last Update:

**2014 Proforma Monthl**

	2015											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Inflow</b>												
Close Trades	9997	10125	10125	10355	10604	10747	10791	11016	11301	11311	11507	11856
Capitalization	442											
<b>Total Inflow</b>	<b>10439</b>	<b>10125</b>	<b>10125</b>	<b>10355</b>	<b>10604</b>	<b>10747</b>	<b>10791</b>	<b>11016</b>	<b>11301</b>	<b>11311</b>	<b>11507</b>	<b>11856</b>
<b>Outflow</b>												
Open Trades	9316	9316	9509	9718	9839	9875	10064	10303	10312	10476	10770	10898
Education	200			200			200			200		
Equipment	150						150					
R&D	33	33	33	33	33	33	33	33	33	33	33	33
Compensation	325	325	325	325	325	325	325	325	325	325	325	1722
<b>Total Outflow</b>	<b>10025</b>	<b>9675</b>	<b>9867</b>	<b>10277</b>	<b>10197</b>	<b>10233</b>	<b>10773</b>	<b>10662</b>	<b>10670</b>	<b>11035</b>	<b>11128</b>	<b>12653</b>
<b>Cash Flow</b>	<b>414</b>	<b>451</b>	<b>258</b>	<b>78</b>	<b>407</b>	<b>514</b>	<b>18</b>	<b>354</b>	<b>631</b>	<b>276</b>	<b>379</b>	<b>-798</b>

**2014 Proforma Monthl**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Assets</b>												
Cash on hand	11111	11562	11820	11898	12306	12820	12838	13192	13823	14098	14477	13679
Inventory	9316	9316	9509	9718	9839	9875	10064	10303	10312	10476	10770	10898
Equipment	750	750	750	750	750	750	900	900	900	900	900	900
<b>Total Assets</b>	<b>21177</b>	<b>21628</b>	<b>22079</b>	<b>22367</b>	<b>22894</b>	<b>23445</b>	<b>23802</b>	<b>24395</b>	<b>25034</b>	<b>25475</b>	<b>26147</b>	<b>25477</b>
<b>Liabilities &amp; Equity</b>												
<b>Liabilities</b>												
Debt	0	0	0	0	0	0	0	0	0	0	0	0
Taxes	0	0	0	0	0	0	0	0	0	0	0	0
<b>Equity</b>	<b>21177</b>	<b>21628</b>	<b>22079</b>	<b>22367</b>	<b>22894</b>	<b>23445</b>	<b>23802</b>	<b>24395</b>	<b>25034</b>	<b>25475</b>	<b>26147</b>	<b>25477</b>
<b>Total L&amp;E</b>	<b>21177</b>	<b>21628</b>	<b>22079</b>	<b>22367</b>	<b>22894</b>	<b>23445</b>	<b>23802</b>	<b>24395</b>	<b>25034</b>	<b>25475</b>	<b>26147</b>	<b>25477</b>



**Options Investing Business Forecast Worksheet**

Last Update: 01/13/2014

**2014 Proforma Monthly Profit/Loss Statement**

		2014												
		YE 2013	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Mfg 1 line														
Investment		0	361	722	1084	1084	1084	1084	1084	1084	1087	1169	1250	1250
Expected Profit				152	303	455	455	455	455	455	455	457	491	525
Gross Income		0		513	1026	1539	1539	1539	1539	1539	1539	1544	1660	1775
Position Size Adj		45%							0	3	82	81	0	52
Mfg 2 line														
Investment		0				2580	5160	7740	7740	7740	7743	7826	7906	7906
Expected Profit						103	206	310	310	310	310	310	313	316
Gross Income		0				2683	5366	8050	8050	8050	8050	8053	8139	8222
Position Size Adj		45%						0	3	82	81	0	0	52
Mfg 3 line														
Investment		0							0	0	0	0	0	0
Expected Profit										0	0	0	0	0
Gross Income		0							0	0	0	0	0	0
Position Size Adj		0%						0	0	0	0	0	0	0
Mfg 4 line														
Investment		0				41	41	41	41	41	42	47	52	52
Expected Profit						0	0	0	0	0	0	0	0	0
Gross Income		0												
Position Size Adj		3%							0	0	5	5	0	3

**Options Investing Busine**  
 Last Update:  
**2014 Proforma Monthly F**

		2015											
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Mfg 1 line	Investment	1302	1302	1395	1497	1555	1572	1664	1780	1784	1863	2005	2067
	Expected Profit	525	547	547	586	629	653	660	699	747	749	783	842
	Gross Income	1775	1849	1849	1981	2125	2208	2233	2363	2527	2533	2646	2848
	Position Size Adj	0	93	101	58	18	92	116	4	80	142	62	85
Mfg 2 line	Investment	7958	7958	8052	8153	8211	8229	8320	8436	8440	8520	8662	8724
	Expected Profit	316	318	318	322	326	328	329	333	337	338	341	346
	Gross Income	8222	8277	8277	8374	8479	8540	8558	8653	8774	8778	8861	9008
	Position Size Adj	0	93	101	58	18	92	116	4	80	142	62	85
Mfg 3 line	Investment	0	0	0	0	0	0	0	0	0	0	0	0
	Expected Profit	0	0	0	0	0	0	0	0	0	0	0	0
	Gross Income	0	0	0	0	0	0	0	0	0	0	0	0
	Position Size Adj	0	0	0	0	0	0	0	0	0	0	0	0
Mfg 4 line	Investment	56	56	62	69	73	74	80	88	88	93	103	107
	Expected Profit	0	0	0	0	0	0	0	0	0	0	0	0
	Gross Income	0	6	7	4	1	6	8	0	5	9	4	6
	Position Size Adj	0	6	7	4	1	6	8	0	5	9	4	6