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Executive Summary

Opportunity

Problem

Allowing anyone who wishes to carry a concealed pistol to protect themselves and their family to do so.

Many people can't carry easily or can't easily operate a traditional semi-automatic pistol.

Terrorism and random violence are putting more and more Americans on the front lines of our safety!

It is our mission to be sure they have a dependable way to carry and defend themselves.

Solution

Creating a pistol that hides in plain sight is one of the best ways of allowing more Americans to defend themselves against violence and terror.

Having a pistol with you brings peace of mind and allows for self-protection and allows a person to avoid becoming a victim.

No matter how you dress, you can carry a gun that doesn't look, (print), like a gun!

Market

14.5 million permits to carry a gun were issued in 2016.

Nearly all concealed carry license holders will be in our target market.

Not to mention a huge and ready international market.

Even if we can only reach 10% penetration into the market, that is still 1.4 MILLION pistols.

Competition

There are many large competitors in the gun industry. However no one make a pistol such as Cellphone Pistol. Those companies have more resources and size than Ideal Conceal to weather a down turn. This is a specialized pistol for best concealment and with patent protection it is ours alone.

Why Us?

The reason you should invest in us is quite simple. There have not been any major innovations in the pistol market for MANY years. People are very interested in owning this gun, in 2016 we had million + Facebook visits and an equally impressive amount of website hits. We received 15,000 emails in April of '16 alone. Pre-sold 750 units without benefit of using credit cards. Over 200 dealers are already approved by our Distributor, Gun Runner Distributing, Inc. which we also control.

Expectations

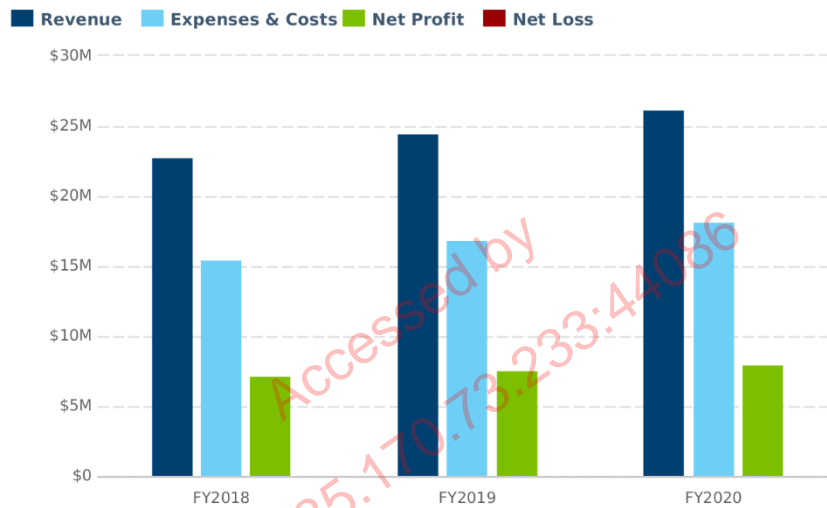
Forecast

We expect to sell approximately 35,000 in the balance of 2017. Our sales will jump as exports begin later in the year. 2018 sees a dramatic jump in sales due to both US and foreign users begin to experience and enjoy the pistol.

Word of mouth, reviews, and marketing efforts round out 2019 with sales of 60,000 units and sales of \$21,000,000.

Please note that none of these projections include our proprietary accessories and add-ons such as holsters, lasers and custom printing of pistol exteriors.

Financial Highlights by Year



Financing Needed

We are raising 1 million dollars via crowdfunding to build excess inventory to keep dealers supplied and the infrastructure to create worldwide sales.

Opportunity

Problem & Solution

Problem Worth Solving

In increasingly unpredictable times, where random violence and terrorism is on the increase, more people wish to be armed with a pistol to protect themselves and their families.

In fact, 14.5 million people were licensed to conceal and carry in 2016. With Congress working on a 50 State Carry law, where one license is good in all 50 States, that number will likely climb significantly.

From my perspective, there is a large disconnect between getting a permit and actually carrying a gun. There are also times when even the most avid conceal carry people will want to carry something more discrete.

A Chief of Police contacted me last summer and said if a trial run with our pistol worked out, he would order one for every officer on the force.

When I asked why, he mentioned that a lot of his officers don't carry off duty in the summer due to wearing clothing, (shorts and t-shirts), that doesn't conceal a pistol very well if at all... He stated that he never wants his officers to be unarmed.

The same can be said for people who wear dress clothes to work. Realtors who don't necessarily want the client to know they carry.

I have had people who work in hospitals and wear scrubs contact us, happy they maybe able to carry a pistol that doesn't "print" like a pistol.

Many people have reached out to us in response to a terror attack by wanting to be armed, but wish to do so simply and safely. With Ideal Conceal just open the handle and you're ready to defend yourself.

Our Solution

Our solution is a smart, safe alternative to the ordinary pistol. It's light, tough and more concealable than any other pistol that I know of.

.380 caliber for stopping power without the kick of a mule.

Safe because the trigger is covered and cannot be accidentally fired.

Hammer is hidden inside the pistol, making it impossible to misfire by snagging the hammer on clothes or other objects.

Target Market

as I mentioned before 14.5 million people currently have a license to conceal and carry. That alone is a very large market.

Our spot in that market will be dedicated to the people who either want to carry our pistol as their primary, or people who are avid conceal carry would like to have this as a backup.

We have been approached by special forces folks and other government entities who feel this would be an excellent backup for operators out in the field.

Once people understand how easy it is to carry and operate this pistol I believe our sales will skyrocket.

Competition

Current Alternatives

While there are a large number of alternatives to conceal and carry; however none of them have accomplished what we have accomplished in terms of being able to conceal pistol virtually in plain sight.

There are many larger and older companies who offer conceal carry solutions.

The simplicity of this pistol is also something I believe far exceeds that of our competition. There is no slide to rack as there is in semi-auto pistols.

No external hammer to accidentally catch on something allowing it to be "cocked" without owners knowledge. There is no complicated magazines to load and it is always ready to fire as soon as the handle is fully deployed.

Our Advantages

Our advantages are many.

As previously mentioned:

- Ease of use.
- Ease of loading.
- Ease of concealment.
- Always ready once handle is deployed.
- Safety features that make it hard for a child to operate.
- Extra built-in safety measures for x-ray recognition.
- Being smaller makes us more nimble to react to market trends.
- Being from a small business family, we truly VALUE our customers.
- Pistol can be carried either open or closed depending on situation.
- Optional laser in development.
- Additional calibers available in the future.

Execution

Marketing & Sales

Marketing Plan

Ideal Conceal has been very fortunate that it went "viral" April / May 2016. There has been worldwide press coverage, millions of impressions, and website visits. We have 25,000 friends on Facebook.

In as much, we won't need much in the way of marketing. We only need to let people know we are doing this crowdfunding campaign. More concerned about getting up to speed with orders.

Our name is trademarked and we have a logo, we have a strong Facebook presence and will continue to market by doing live shooting events.

Sales Plan

Ideal's sales will be done through our exclusive distributor, Gun Runner Distributing (GRD). GRD will sign up the dealers and arrange for all inventory and shipping as well as reporting to the ATF.

There are already 200+ dealers and we are not producing yet. Retail customers will assist in driving dealers to sign up. Customers follow us on Facebook and firearm websites and want to order. Dealers have had as many as 20 people a day come in and ask for our pistol!

There is also a large contingent of foreign distributors who are interested in carrying our products.

Operations

Locations & Facilities

We are a Minnesota based company, to date all manufacturing and management operations are also based here.

Proximity is important to success as we can get around a table and work things out.

Even our website developer is from Minnesota, local talent, global product.

Technology

Technology for this pistol is already available. We don't need to develop anything new in order to get to production.

The design and utility both have patent pending status, giving as much protection to our technology as possible.

Equipment & Tools

Ideal Conceal has outsourced its manufacturing to a contract manufacturing company with an excellent reputation for quality.

This will eliminate the monstrous cost of creating a manufacturing facility.

Milestones & Metrics

Milestones Table

Milestone	Due Date	Who's Responsible
GET INTO PRODUCTION	June 30, 2017	Kirk
Begin Exporting	August 01, 2017	

Key Metrics

Key metrics in this industry are sales and reliability.

Sales numbers of 4-5,000 a month make us very profitable.

Reliability is tracked by the number of repairs and returns we have.

Our goal of course is zero, but it is the most important metric to make our production process 100% accurate.

Company

Overview

Ideal Conceal has two founders; Kirk Kjellberg and Brian Kinn. We are a type S Minnesota corporation.

We have one outside investor to date known as Yarran. Out of five million authorized shares we have authorized 333,333 shares to be sold during this Crowdfunding campaign.

This raise will make it so we have excess inventory to fill original gust of orders and go international at the same time.

Team

Management Team

We have two in our management team; Kirk Kjellberg and Brian Kinn.

We have known each other for over 35 years and have worked together in the past for ten + years.

We are a balanced team in that Kirk is primarily interested in selling and marketing and is not strong in organizational skill set. Kirk is also free to travel to set up shows and events.

Brian however is organized and methodical, with the ability to keep track of and manage our growth. Brian has many kids and grand-kids that he would rather stay close to.

We will hire as needed, however we both believe in running a lean company and using outsourcing to fill temporary gaps.

Advisors

We are fortunate enough to have a great team of advisors including legal, accounting and operations.

Having made freinds in the industry I also have people to call on who have been "down that road" before.

I am not here to say I am an expert at everything, I just know when to hire one and who to hire!

Financial Plan

Forecast

Key Assumptions

We have an expectation of sales based on our history of going viral. We have reports of 20 people walking into a single gun store and asking for our pistol in one day.

We expect not only strong very strong domestic sales but we expect worldwide interest in us as well. As sad as it is to say, the way things are going in the world, the need to carry a pistol will be steadily increasing due to terror as well as other major crime.

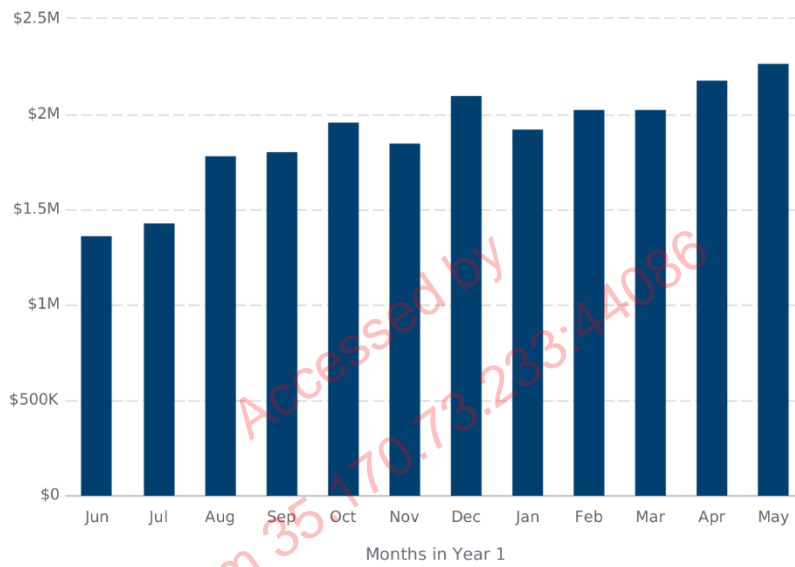
We have chosen to sell the pistol at a reasonable price of \$450 MSRP, currently our production price is \$200. This creates a very good margin; not only for ourselves but for the dealers who carry our pistol.

We have taken extra concern and effort to be certain that this pistol is not only very dependable but also to be the easiest pistol to conceal in the world today.

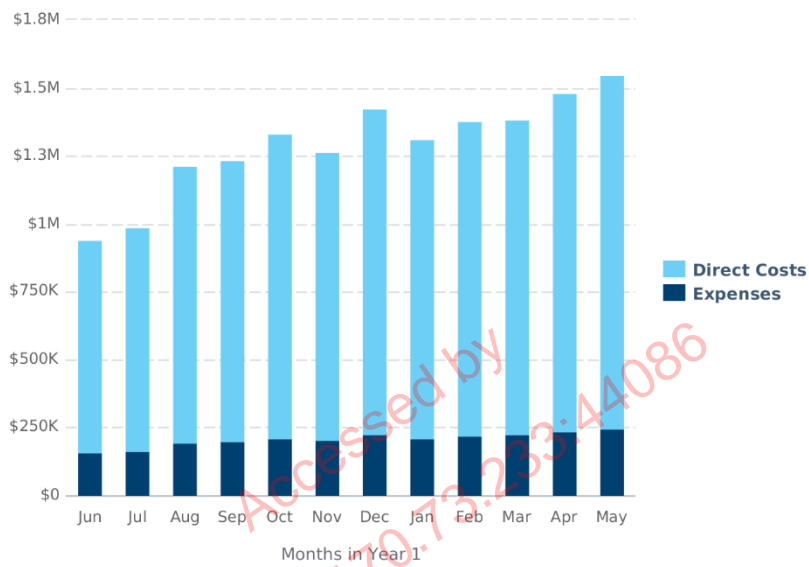
We believe that the extraordinary excitement surrounding going viral as well as the original pre-sales gives us basis to believe that once we reach full production we will be able to sell approximately 5,000 pistols a month in the USA alone. We also have a world market that is hungry for this pistol as well.

Our expectation is that we will have to contract with another overseas manufacturing concern just to keep up with foreign sales.

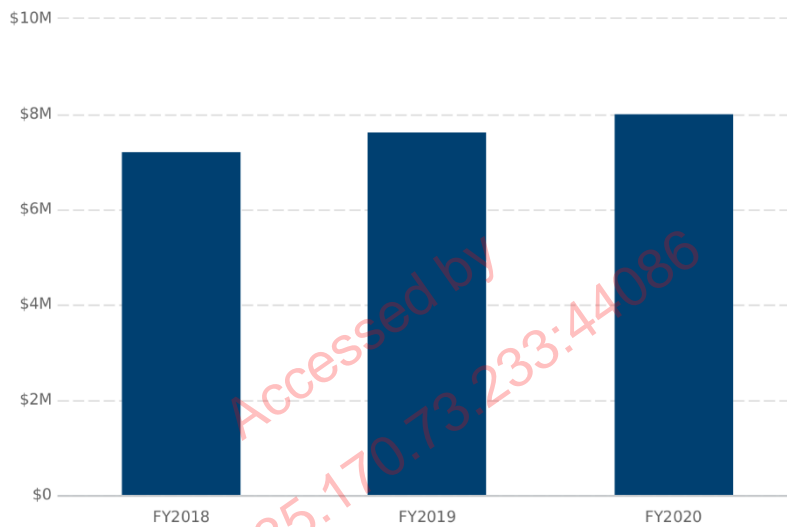
Revenue by Month



Expenses by Month



Net Profit (or Loss) by Year



Financing

Use of Funds

We will use available funds to build and market the pistol, first in the USA, then scale up to a worldwide market, hungry for this pistol.

There are many expenses to building a pistol, such as tooling, making molds, purchasing parts and hiring on team members.

We are by nature a frugal group and plan to maximize dollars invested to make profits for ourselves and for our investors alike.

Sources of Funds

The plan is to have a a successful crowdfunding effort realizing \$1 million in capital.

As soon as the pistol reaches production we will also realize sales through our network of dealers which will help us to create our infrastructure and begin work on new products.

There are several additions to the product line that will increase revenue and profits including lasers, holsters and other accessories.

We can also then begin substantive development of A higher caliber of the same pistol..

Statements

Projected Profit & Loss

	FY2018	FY2019	FY2020
Revenue	\$22,750,000	\$24,500,000	\$26,250,000
Direct Costs	\$13,000,000	\$14,000,000	\$15,000,000
Gross Margin	\$9,750,000	\$10,500,000	\$11,250,000
Gross Margin %	43%	43%	43%
Operating Expenses			
Salary	\$330,000	\$438,000	\$450,600
Employee Related Expenses	\$66,000	\$87,600	\$90,120
Advertising	\$150,000	\$187,500	\$324,375
Rent	\$36,000	\$45,000	\$53,250
Professional Fees	\$65,000	\$81,250	\$101,563
Travel	\$30,000	\$37,500	\$46,875
Office Expense	\$5,000	\$6,250	\$7,813
Working Capital	\$15,489	\$72,600	\$153,280
Total Operating Expenses	\$697,489	\$955,700	\$1,227,876
Operating Income	\$9,052,511	\$9,544,300	\$10,022,124
Interest Incurred			
Depreciation and Amortization			
Income Taxes	\$1,810,502	\$1,908,860	\$2,004,425
Total Expenses	\$15,507,991	\$16,864,560	\$18,232,301
Net Profit	\$7,242,009	\$7,635,440	\$8,017,699
Net Profit / Sales	32%	31%	31%

Projected Balance Sheet

	FY2018	FY2019	FY2020
Cash	\$7,758,894	\$15,354,664	\$23,396,254
Accounts Receivable	\$0	\$0	\$0
Inventory			
Other Current Assets			
Total Current Assets	\$7,758,894	\$15,354,664	\$23,396,254
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets	\$7,758,894	\$15,354,664	\$23,396,254
Accounts Payable	\$0	\$0	\$0
Income Taxes Payable	\$516,885	\$477,215	\$501,106
Sales Taxes Payable			
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities	\$516,885	\$477,215	\$501,106
Long-Term Debt			
Total Liabilities	\$516,885	\$477,215	\$501,106
Paid-in Capital			
Retained Earnings		\$7,242,009	\$14,877,449
Earnings	\$7,242,009	\$7,635,440	\$8,017,699
Total Owner's Equity	\$7,242,009	\$14,877,449	\$22,895,148
Total Liabilities & Equity	\$7,758,894	\$15,354,664	\$23,396,254

Projected Cash Flow Statement

	FY2018	FY2019	FY2020
Net Cash Flow from Operations			
Net Profit	\$7,242,009	\$7,635,440	\$8,017,699
Depreciation and Amortization			
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory			
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$516,885	(\$39,670)	\$23,891
Change in Sales Tax Payable			
Change in Prepaid Revenue			
Net Cash Flow from Operations	\$7,758,894	\$7,595,770	\$8,041,590
Investing & Financing			
Assets Purchased or Sold			
Investments Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
Net Cash Flow from Investing & Financing			
Cash at Beginning of Period	\$0	\$7,758,894	\$15,354,664
Net Change in Cash	\$7,758,894	\$7,595,770	\$8,041,590
Cash at End of Period	\$7,758,894	\$15,354,664	\$23,396,254

Appendix

Profit and Loss Statement

Profit and Loss Statement (With Monthly Detail)

FY2018	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18	Apr '18	May '18
Revenue	\$1,365,000	\$1,435,000	\$1,785,000	\$1,809,500	\$1,960,000	\$1,855,000	\$2,100,000	\$1,925,000	\$2,030,000	\$2,030,000	\$2,180,500	\$2,275,000
Direct Costs	\$780,000	\$820,000	\$1,020,000	\$1,034,000	\$1,120,000	\$1,060,000	\$1,200,000	\$1,100,000	\$1,160,000	\$1,160,000	\$1,246,000	\$1,300,000
Gross Margin	\$585,000	\$615,000	\$765,000	\$775,500	\$840,000	\$795,000	\$900,000	\$825,000	\$870,000	\$870,000	\$934,500	\$975,000
Gross Margin %	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
Operating Expenses												
Salary	\$26,000	\$26,000	\$26,000	\$26,000	\$26,000	\$26,000	\$26,000	\$26,000	\$26,000	\$32,000	\$32,000	\$32,000
Employee Related Expenses	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$6,400	\$6,400	\$6,400
Advertising	\$10,600	\$10,700	\$11,600	\$12,200	\$12,600	\$12,900	\$13,100	\$13,000	\$12,400	\$13,900	\$13,200	\$13,800
Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Professional Fees	\$5,416	\$5,416	\$5,416	\$5,416	\$5,416	\$5,416	\$5,416	\$5,416	\$5,416	\$5,416	\$5,416	\$5,424
Travel	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Office Expense	\$350	\$350	\$350	\$350	\$460	\$447	\$498	\$482	\$452	\$462	\$449	\$350
Working Capital	\$1,000	\$970	\$1,280	\$1,050	\$1,020	\$1,220	\$1,320	\$1,320	\$1,370	\$1,600	\$1,580	\$1,779
Total Operating Expenses	\$54,066	\$54,136	\$55,326	\$55,716	\$56,196	\$56,683	\$57,034	\$56,918	\$56,338	\$65,278	\$64,545	\$65,253

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Operating Income	\$530,934	\$560,864	\$709,674	\$719,784	\$783,804	\$738,317	\$842,966	\$768,082	\$813,662	\$804,722	\$869,955	\$909,747
Interest Incurred												
Depreciation and Amortization												
Income Taxes	\$106,187	\$112,173	\$141,934	\$143,957	\$156,761	\$147,663	\$168,594	\$153,616	\$162,732	\$160,945	\$173,991	\$181,949
Total Expenses	\$940,253	\$986,309	\$1,217,260	\$1,233,673	\$1,332,957	\$1,264,346	\$1,425,628	\$1,310,534	\$1,379,070	\$1,386,223	\$1,484,536	\$1,547,202
Net Profit	\$424,747	\$448,691	\$567,740	\$575,827	\$627,043	\$590,554	\$674,372	\$614,466	\$650,930	\$643,777	\$695,964	\$727,798
Net Profit / Sales	31%	31%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%

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	FY2018	FY2019	FY2020
Revenue	\$22,750,000	\$24,500,000	\$26,250,000
Direct Costs	\$13,000,000	\$14,000,000	\$15,000,000
Gross Margin	\$9,750,000	\$10,500,000	\$11,250,000
Gross Margin %	43%	43%	43%
Operating Expenses			
Salary	\$330,000	\$438,000	\$450,600
Employee Related Expenses	\$66,000	\$87,600	\$90,120
Advertising	\$150,000	\$187,500	\$324,375
Rent	\$36,000	\$45,000	\$53,250
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Net Profit / Sales	32%	31%	31%

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Balance Sheet

Balance Sheet (With Monthly Detail)

FY2018	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18	Apr '18	May '18
Cash	\$530,934	\$1,091,798	\$1,801,472	\$2,160,962	\$2,944,766	\$3,683,083	\$4,077,668	\$4,845,750	\$5,659,412	\$5,979,192	\$6,849,147	\$7,758,894
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory												
Other Current Assets												
Total Current Assets	\$530,934	\$1,091,798	\$1,801,472	\$2,160,962	\$2,944,766	\$3,683,083	\$4,077,668	\$4,845,750	\$5,659,412	\$5,979,192	\$6,849,147	\$7,758,894
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets	\$530,934	\$1,091,798	\$1,801,472	\$2,160,962	\$2,944,766	\$3,683,083	\$4,077,668	\$4,845,750	\$5,659,412	\$5,979,192	\$6,849,147	\$7,758,894
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$106,187	\$218,360	\$360,294	\$143,957	\$900,718	\$448,381	\$168,594	\$322,210	\$484,942	\$160,945	\$334,936	\$516,885
Sales Taxes Payable												
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	\$106,187	\$218,360	\$360,294	\$143,957	\$300,718	\$448,381	\$168,594	\$322,210	\$484,942	\$160,945	\$334,936	\$516,885

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Long-Term Debt

Total Liabilities	\$106,187	\$218,360	\$360,294	\$143,957	\$300,718	\$448,381	\$168,594	\$322,210	\$484,942	\$160,945	\$334,936	\$516,885
Paid-in Capital												
Retained Earnings												
Earnings	\$424,747	\$873,438	\$1,441,178	\$2,017,005	\$2,644,048	\$3,234,702	\$3,909,074	\$4,523,540	\$5,174,470	\$5,818,247	\$6,514,211	\$7,242,009
Total Owner's Equity	\$424,747	\$873,438	\$1,441,178	\$2,017,005	\$2,644,048	\$3,234,702	\$3,909,074	\$4,523,540	\$5,174,470	\$5,818,247	\$6,514,211	\$7,242,009
Total Liabilities & Equity	\$530,934	\$1,091,798	\$1,801,472	\$2,160,962	\$2,944,766	\$3,683,083	\$4,077,668	\$4,845,750	\$5,659,412	\$5,979,192	\$6,849,147	\$7,758,894

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	FY2018	FY2019	FY2020
Cash	\$7,758,894	\$15,354,664	\$23,396,254
Accounts Receivable	\$0	\$0	\$0
Inventory			
Other Current Assets			
Total Current Assets	\$7,758,894	\$15,354,664	\$23,396,254
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets	\$7,758,894	\$15,354,664	\$23,396,254
Accounts Payable	\$0	\$0	\$0
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Sales Taxes Payable			
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Paid-in Capital			
Retained Earnings	\$7,242,009	\$7,242,009	\$14,877,449
Earnings	\$7,242,009	\$7,635,440	\$8,017,699
Total Owner's Equity	\$7,242,009	\$14,877,449	\$22,895,148
Total Liabilities & Equity	\$7,758,894	\$15,354,664	\$23,396,254

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Cash Flow Statement

Cash Flow Statement (With Monthly Detail)

FY2018	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18	Apr '18	May '18
Net Cash Flow from Operations												
Net Profit	\$424,747	\$448,691	\$567,740	\$575,827	\$627,043	\$590,654	\$674,372	\$614,466	\$650,930	\$643,777	\$695,964	\$727,798
Depreciation and Amortization												
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$106,187	\$112,173	\$141,934	(\$216,337)	\$156,761	\$147,663	(\$279,787)	\$153,616	\$162,732	(\$323,997)	\$173,991	\$181,949
Change in Sales Tax Payable												
Change in Prepaid Revenue												
Net Cash Flow from Operations	\$530,934	\$560,864	\$709,674	\$359,490	\$783,804	\$738,317	\$394,585	\$768,082	\$813,662	\$319,780	\$869,955	\$909,747
Investing & Financing												
Assets Purchased or Sold												
Investments Received												

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Change in Long-Term Debt
 Change in Short-Term Debt
 Dividends & Distributions

Net Cash Flow from Investing & Financing

Cash at Beginning of Period	\$0	\$530,934	\$1,091,798	\$1,801,472	\$2,160,962	\$2,944,766	\$3,683,083	\$3,683,083	\$4,077,668	\$4,845,750	\$5,659,412	\$5,979,192	\$6,849,147	\$6,849,147
Net Change in Cash	\$530,934	\$60,864	\$709,674	\$359,490	\$783,804	\$738,317	\$394,585	\$768,082	\$813,662	\$319,780	\$869,955	\$909,747		\$909,747
Cash at End of Period	\$530,934	\$1,091,798	\$1,801,472	\$2,160,962	\$2,944,766	\$3,683,083	\$4,077,668	\$4,845,750	\$5,659,412	\$5,979,192	\$6,849,147	\$6,849,147	\$7,758,894	\$7,758,894

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	FY2018	FY2019	FY2020
Net Cash Flow from Operations			
Net Profit	\$7,242,009	\$7,635,440	\$8,017,699
Depreciation and Amortization			
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory			
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$516,885	(\$39,670)	\$23,891
Change in Sales Tax Payable			
Change in Prepaid Revenue			
Net Cash Flow from Operations	\$7,758,894	\$7,595,770	\$8,041,590
Investing & Financing			
Assets Purchased or Sold			
Investments Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
Net Cash Flow from Investing & Financing			
Cash at Beginning of Period	\$0	\$7,758,894	\$15,354,664
Net Change in Cash	\$7,758,894	\$7,595,770	\$8,041,590
Cash at End of Period	\$7,758,894	\$15,354,664	\$23,396,254

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