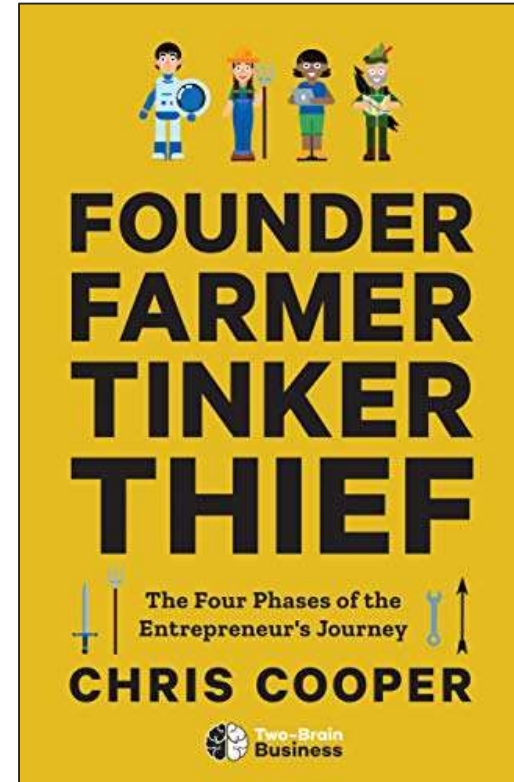
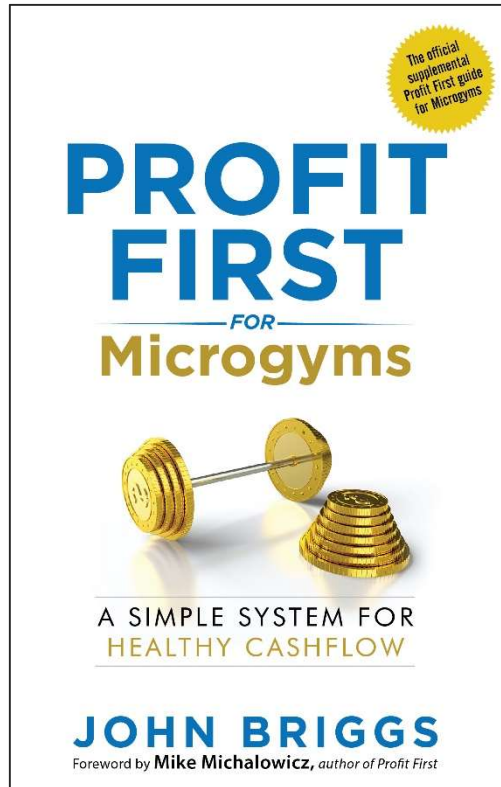




Profit First for Microgyms

Let's Get It On



What Are We Talking About Today?



- ✓ New Profit First Table for MicroGyms
- ✓ Profit First – **Founder Phase**
- ✓ Profit First – **Farmer Phase**
- ✓ Profit First – **Tinker Phase**
- ✓ Profit First – **Thief Phase**
- ✓ Questions?

Profit First Table - Generic

	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
Real Revenue Range	\$0- 250k	\$250 - \$500k	\$500k - \$1M	\$1M - \$5M	\$5M - \$10M	\$10M - \$50M
Real Revenue	100%	100%	100%	100%	100%	100%
Profit	5%	10%	15%	10%	15%	20%
Owner's Pay	50%	35%	20%	10%	5%	0%
Tax	15%	15%	15%	15%	15%	15%
Operating Expenses	30%	40%	50%	65%	65%	65%



Profit First For - **Microgyms**

	<u>A</u>	<u>B</u>	<u>C</u>
Real Revenue Range	\$0- 300k	\$300 - 650k	\$650K - 1M
Real Revenue	100%	100%	100%
Team Members	25%	25%	25%
Profit	5%	10%	15%
Owner's Pay	15%	15%	15%
Tax	5%	10%	10%
Equipment	5%	5%	5%
Operating Expenses	45%	35%	30%





BEFORE: Real Revenue

Your Income after you pay for coaches and other items you sell.

Total Revenue

Total income on your Profit and Loss statement or total deposits collected from members for all the services they pay you for

Coaches Expense – Per Class

Regardless if your coaches are employees or contractors, your total amount paid to them if you are paying them per class (not per hour)

Cost of Supplements

The cost of what you pay up front for supplements that you sell. (Protein powder, kill cliff drinks, bars, coffee, etc.)

Cost of Apparel

Cost of paying for swag/apparel up front before you sell them to members.



NEW: Real Revenue

Your Income after paying for other items you sell.

Total Revenue

Total income on your Profit and Loss statement or total deposits collected from members for all the services they pay you for

Cost of Supplements

The cost of what you pay up front for supplements that you sell. (Protein powder, kill cliff drinks, bars, coffee, etc.)

Cost of Apparel

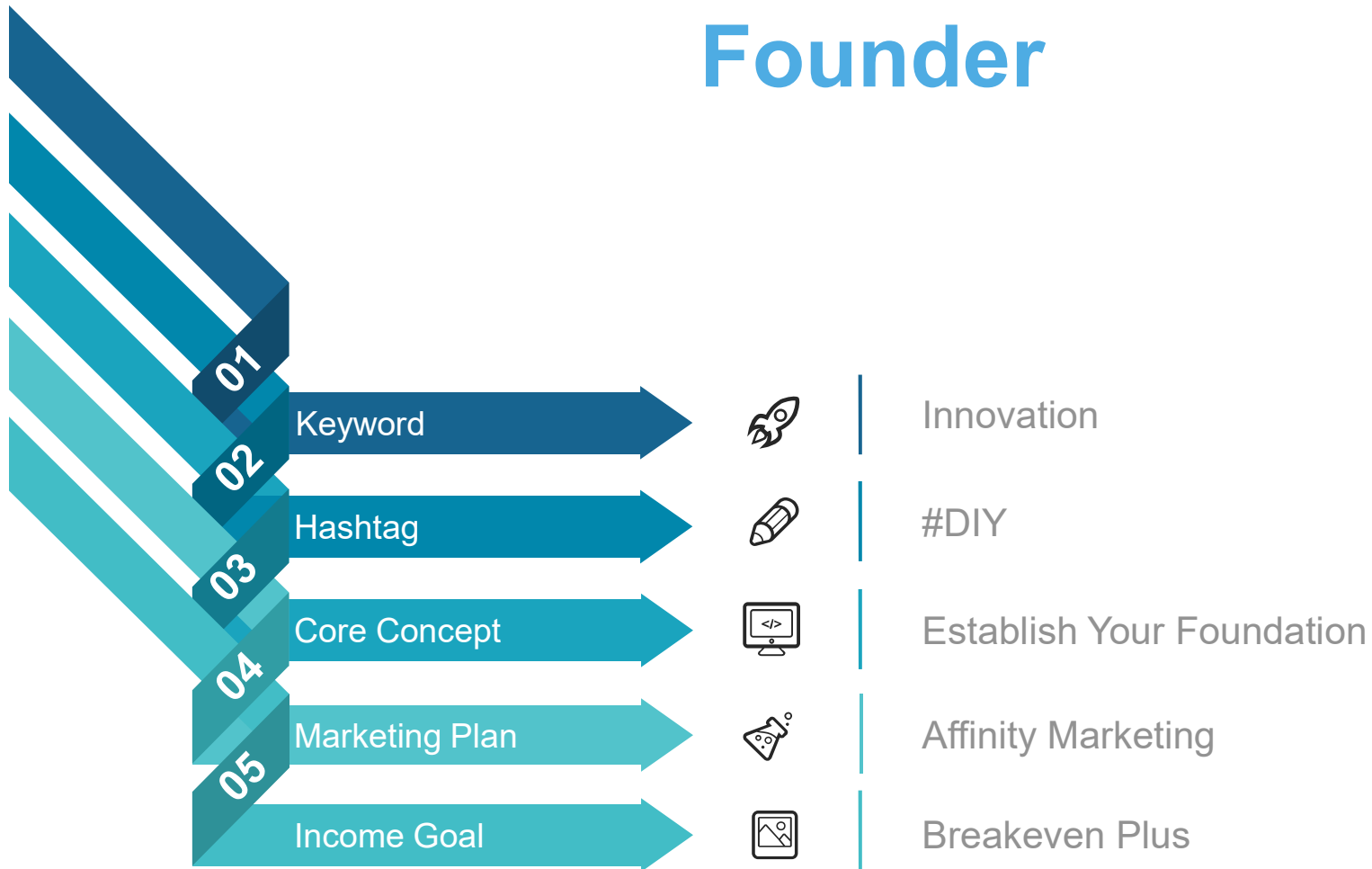
Cost of paying for swag/apparel up front before you sell them to members.

Profit First For - **Microgyms**

	<u>A</u>	<u>B</u>	<u>C</u>
Real Revenue Range	\$0- 300k	\$300 - 650k	\$650K - 1M
Real Revenue	100%	100%	100%
Team Members	25%	25%	25%
Profit	5%	10%	15%
Owner's Pay	15%	15%	15%
Tax	5%	10%	10%
Equipment	5%	5%	5%
Operating Expenses	45%	35%	30%



Founder

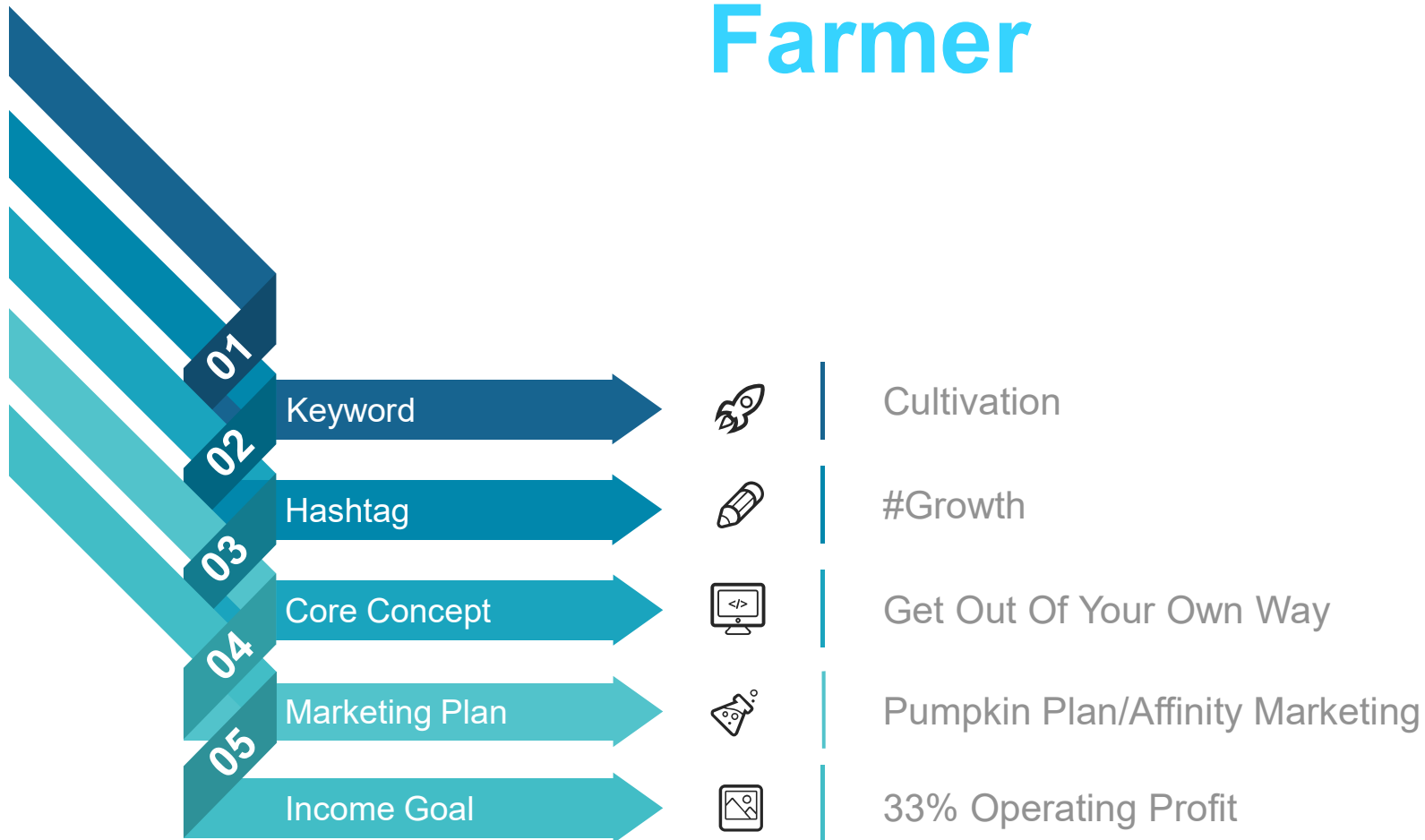


Profit First For - **Founders**

	<u>Founder</u>
Real Revenue Range	\$0- 300k
Real Revenue	100%
Team Members	25%
Profit	1 - 5%
Owner's Pay	<25%
Tax	1 - 5%
Equipment	1 - 5%
Operating Expenses	Remaining



Farmer

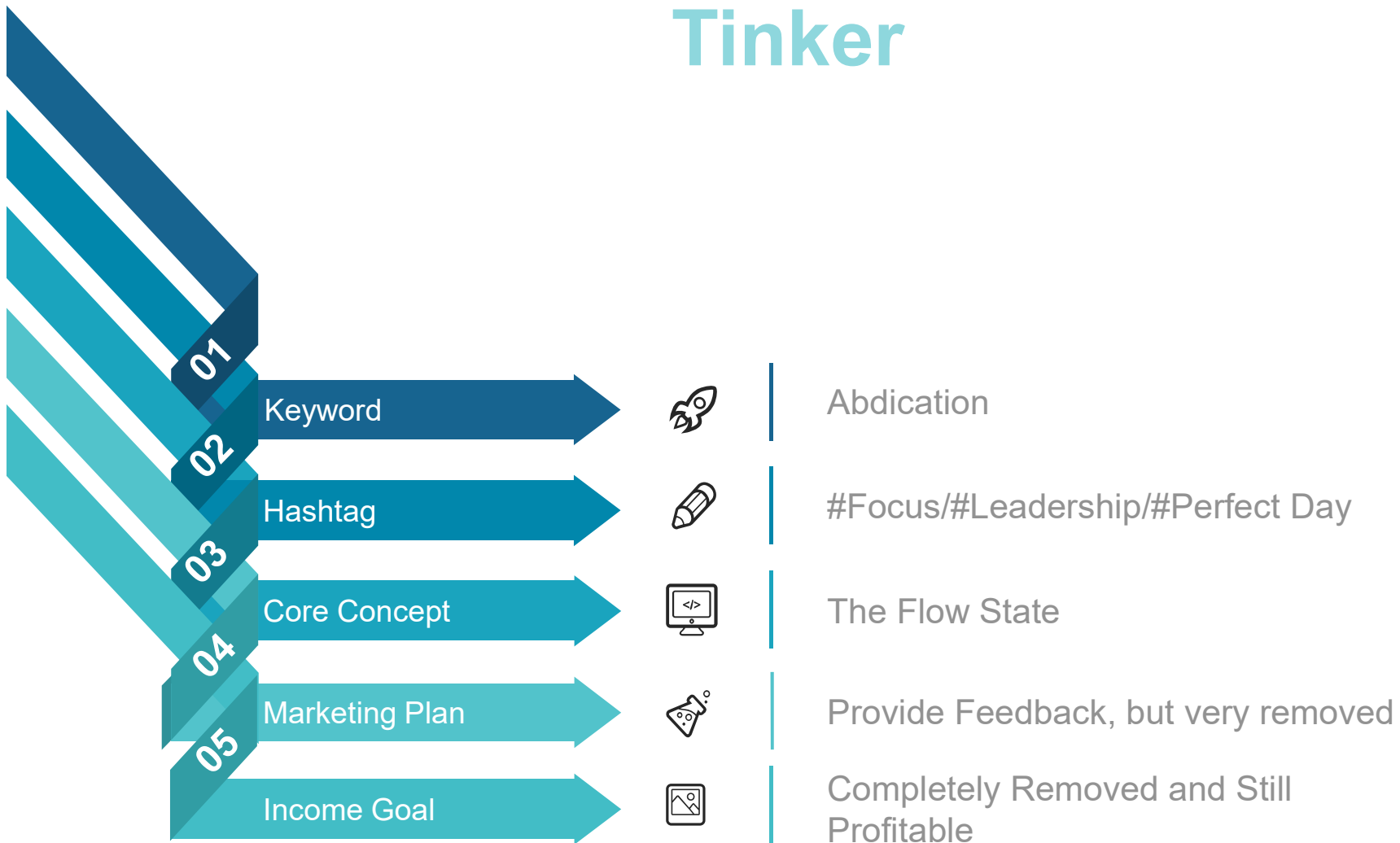


Profit First For - **Farmer**

	<u>Farmer</u>
Real Revenue Range	\$150k - 500k
Real Revenue	100%
Team Members	25 - 44%
Profit	5 - 10%
Owner's Pay	15%
Tax	5%
Equipment	5%
Operating Expenses	21% - 45%



Tinker

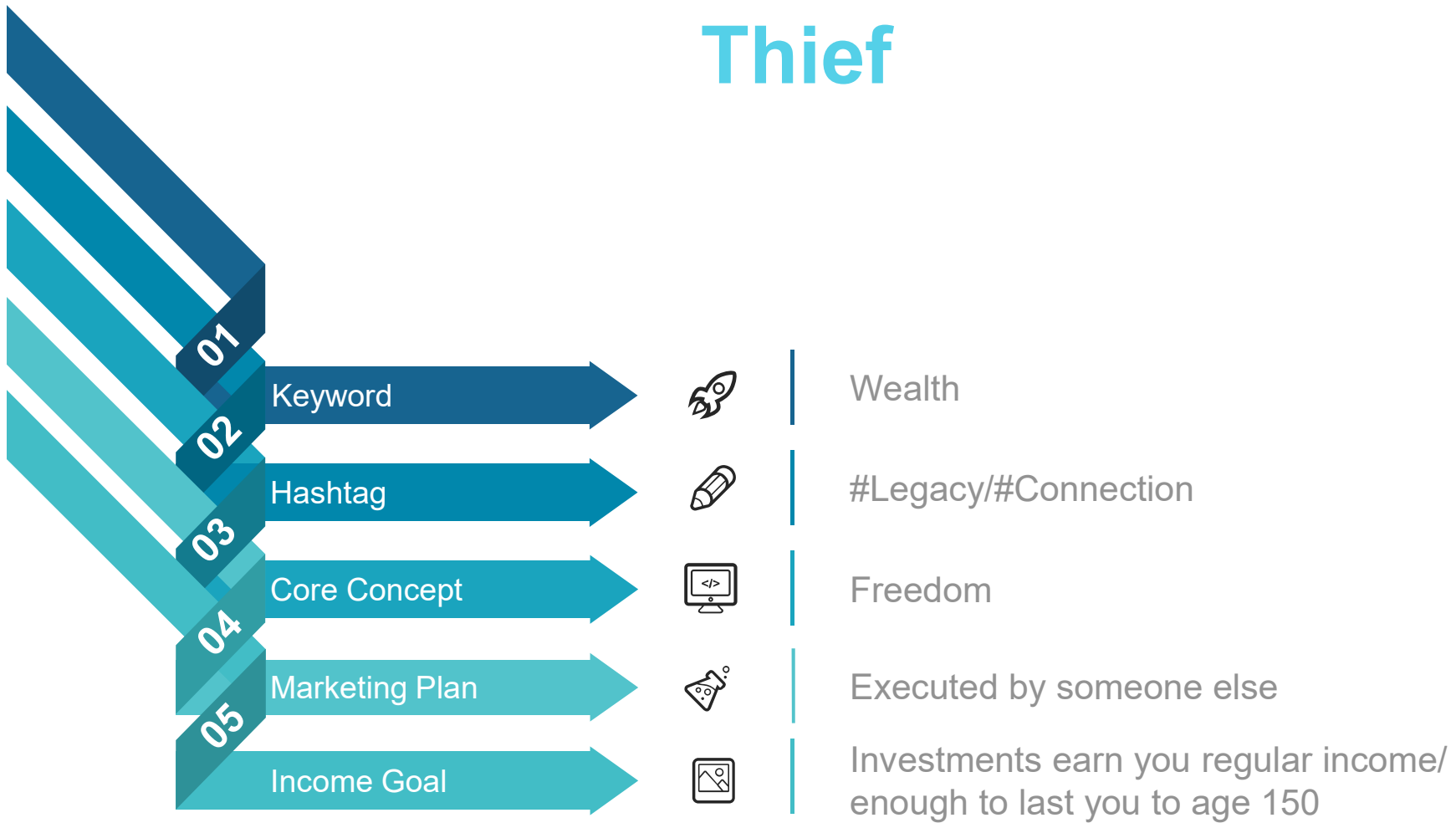


Profit First For - **Tinker**

	<u>Tinker</u>
Real Revenue Range	\$500k - \$1M
Real Revenue	100%
Team Members	25 - 44%
Profit	10 - 15%
Owner's Pay	15%
Tax	5 - 10%
Equipment	5%
Operating Expenses	11% - 40%



Thief



Profit First For - **Thief**

	<u>Thief</u>
Real Revenue Range	\$500k - \$1M
Real Revenue	100%
Team Members	25 - 44%
Profit	10 - 15%
Owner's Pay	15%
Tax	5 - 10%
Equipment	5%
Operating Expenses	11% - 40%



Questions?

