



High Level Income and Expenditure Targets - 5 years

Phase 1 -- > Tokenisation of profit shares [~ 6 months]	RANDS		Exchange Rate	U.S. DOLLARS	
	Monthly	6 months		Monthly	6 months
			R1 = \$0,055		
Sales Targets	R100 000.00	R600 000.00		\$5 500.00	\$33 000.00
Pre-sales of GOLDCHAIN	R100 000.00	R600 000.00	0.055	\$5 500.00	\$33 000.00
Estimated Expenses	R100 000.00	R600 000.00		\$5 500.00	\$33 000.00
Onboarding onto the trading platform and for minting of the first round of tokens (once off)	R50 000.00	R300 000.00	0.055	\$2 750.00	\$16 500.00
Token fees	R10 000.00	R60 000.00	0.055	\$550.00	\$3 300.00
Salaries and miscellaneous expenses	R25 000.00	R150 000.00	0.055	\$1 375.00	\$8 250.00
Legal and marketing budget	R15 000.00	R90 000.00	0.055	\$825.00	\$4 950.00
BALANCE/PROFIT (NOT CARRIED OVER)	R0.00	R0.00		\$0.00	\$0.00
Phase 2 -- > Web-based MVP* development and piloting [~ 12 months]	RANDS			U.S. DOLLARS	
	Monthly	12 months		Monthly	12 months
Sales Targets	R82 500.00	R990 000.00		\$4 537.50	\$54 450.00
Sales of GOLDCHAIN	R70 000.00	R840 000.00	0.055	\$3 850.00	\$46 200.00
Pre-sales of advertising rights	R12 500.00	R150 000.00	0.055	\$687.50	\$8 250.00
Estimated Expenses	R80 000.00	R960 000.00		\$4 400.00	\$52 800.00
Development costs of GOLDSTANDARD web-based MVP (once off fee)	R30 000.00	R360 000.00	0.055	\$1 650.00	\$19 800.00
Token fees	R10 000.00	R120 000.00	0.055	\$550.00	\$6 600.00
Salaries and miscellaneous expenses	R35 000.00	R420 000.00	0.055	\$1 925.00	\$23 100.00
Legal and marketing budget	R5 000.00	R60 000.00	0.055	\$275.00	\$3 300.00
BALANCE/PROFIT (NOT CARRIED OVER)	R2 500.00	R30 000.00		\$137.50	\$1 650.00
*MVP: Minimum Viable Product					
Phase 3 -- > Web-based Beta-testing and Mobile App Development [~ 24 months]	RANDS			U.S. DOLLARS	
	Monthly	24 months		Monthly	24 months
Sales Targets	R170 000.00	R4 080 000.00		\$9 350.00	\$224 400.00
Sales of GOLDCHAIN	R120 000.00	R2 880 000.00	0.055	\$6 600.00	\$158 400.00
Sales of advertising rights	R50 000.00	R1 200 000.00	0.055	\$2 750.00	\$66 000.00
Estimated Expenses	R140 000.00	R3 360 000.00		\$7 700.00	\$184 800.00
Ongoing Development costs of GOLDSTANDARD Web-based minimum viable product	R10 000.00	R240 000.00	0.055	\$550.00	\$13 200.00
GOLDSTANDARD Mobile App development (once off fee)	R20 000.00	R480 000.00	0.055	\$1 100.00	\$26 400.00
Token fees	R10 000.00	R240 000.00	0.055	\$550.00	\$13 200.00
Salaries and miscellaneous expenses	R70 000.00	R1 680 000.00	0.055	\$3 850.00	\$92 400.00
Legal	R5 000.00	R120 000.00	0.055	\$275.00	\$6 600.00
Marketing budget	R5 000.00	R120 000.00	0.055	\$275.00	\$6 600.00
Hidden costs	R20 000.00	R480 000.00	0.055	\$1 100.00	\$26 400.00
BALANCE/PROFIT (NOT CARRIED OVER)	R30 000.00	R720 000.00		\$1 650.00	\$39 600.00
Phase 4 -- > Controlled market release within IPA* network [~ 24 months]	RANDS			U.S. DOLLARS	
	Monthly	24 months		Monthly	24 months
Sales Targets	R420 000.00	R10 080 000.00		\$23 100.00	\$554 400.00
Sales of GOLDCHAIN	R250 000.00	R6 000 000.00	0.055	\$13 750.00	\$330 000.00
Sales of advertising rights	R70 000.00	R1 680 000.00	0.055	\$3 850.00	\$92 400.00
Digital tools sales	R50 000.00	R1 200 000.00	0.055	\$2 750.00	\$66 000.00
Data sales to pharmaceutical industry: R50 000 (R2000 pm)	R50 000.00	R1 200 000.00	0.055	\$2 750.00	\$66 000.00
Estimated Expenses	R358 000.00	R8 592 000.00		\$19 690.00	\$472 560.00
Back-end support of GOLDSTANDARD Web-based product	R30 000.00	R720 000.00	0.055	\$1 650.00	\$39 600.00
Back-end support of GOLDSTANDARD Mobile product	R30 000.00	R720 000.00	0.055	\$1 650.00	\$39 600.00
Token fees	R10 000.00	R240 000.00	0.055	\$550.00	\$13 200.00
Salaries and miscellaneous expenses	R200 000.00	R4 800 000.00	0.055	\$11 000.00	\$264 000.00
Legal	R5 000.00	R120 000.00	0.055	\$275.00	\$6 600.00
Marketing budget	R8 000.00	R192 000.00	0.055	\$440.00	\$10 560.00
Rental and Facilities	R20 000.00	R480 000.00	0.055	\$1 100.00	\$26 400.00
Computer Equipment	R15 000.00	R360 000.00	0.055	\$825.00	\$19 800.00
Data management	R10 000.00	R240 000.00	0.055	\$550.00	\$13 200.00
Hidden costs	R30 000.00	R720 000.00	0.055	\$1 650.00	\$39 600.00
BALANCE/PROFIT (NOT CARRIED OVER)	R62 000.00	R1 488 000.00		\$3 410.00	\$81 840.00

* Independent Practitioners Network

Phase 5 -- > Market Release [~ 12 months]	RANDS		U.S. DOLLARS	
	Monthly	12 months	Monthly	12 months
Sales Targets	R689 000.00	R8 268 000.00	\$37 895.00	\$454 740.00
Sales of GOLDCHAIN	R500 000.00	R6 000 000.00	0.055	\$27 500.00
Sales of advertising rights	R70 000.00	R840 000.00	0.055	\$3 850.00
Digital tools sales	R50 000.00	R600 000.00	0.055	\$2 750.00
Data sales to pharmaceutical industry	R50 000.00	R600 000.00	0.055	\$2 750.00
Other data sales	R15 000.00	R180 000.00	0.055	\$825.00
Ad-free subscriptions	R4 000.00	R48 000.00	0.055	\$220.00
Estimated Expenses	R526 000.00	R6 312 000.00	\$28 930.00	\$347 160.00
Back-end support of GOLDSTANDARD Web-based product	R40 000.00	R480 000.00	0.055	\$2 200.00
Back-end support of GOLDSTANDARD Mobile product	R40 000.00	R480 000.00	0.055	\$2 200.00
Token fees	R10 000.00	R120 000.00	0.055	\$550.00
Salaries and miscellaneous expenses	R300 000.00	R3 600 000.00	0.055	\$16 500.00
Legal	R16 000.00	R192 000.00	0.055	\$880.00
Marketing budget	R35 000.00	R420 000.00	0.055	\$1 925.00
Rental and Facilities	R20 000.00	R240 000.00	0.055	\$1 100.00
Computer Equipment	R15 000.00	R180 000.00	0.055	\$825.00
Data management	R10 000.00	R120 000.00	0.055	\$550.00
Hidden costs	R40 000.00	R480 000.00	0.055	\$2 200.00
BALANCE/PROFIT (NOT CARRIED OVER)	R163 000.00	R3 912 000.00	\$8 965.00	\$215 160.00
TOTAL BALANCE OVER 6,5 YEARS	R40 000.00	R6 150 000.00	\$2 200.00	\$338 250.00

Monthly Sales Targets vs. Monthly Expenses

