
From: jeffrey E. <jeevacation@gmail.com>
Sent: Sunday, November 5, 2017 3:08 PM
To: Stephen Hanson
Subject: Re: Book1.xlsx

ok,

<=iv class="gmail_quote">On Sun, Nov 5, 2017 at 10:07 AM, Stephen Hanson <=pan d [REDACTED]>
<mailto:[REDACTED]> wrote:

Jeffery. Really

There is a fee you really care to who ? But I'll ask on Monday as I'm sure it=E2=9C=A0s a real expense
Sent from my iPad

On Nov 5, 2017, at 9:58 AM, j=ffrey E. <je=vacation@gmail.com <mailto:jeevacation@gmail.com> > wrote:

<=iv>
to who

On Sun, Nov 5, 2017 at 9:56 AM, Stephen Hanson <[REDACTED]>
[REDACTED]

[REDACTED] wrote:

The 12 k listed below is part of the 16,9 per year=A0
It's 1k per month as a miscellaneous expense - 12 k per yea=

Sent from my iPad

Begin forwarded message:

From: Ala= Hochhauser <a [REDACTED]>
Date: November 5, 2017 at 9:20:35 AM E=T
To: Steve Hanson [REDACTED]
Subject: Re: Boo= [REDACTED]

=/span>

To clarify the allocated expense=comment, this was a reminder for all that we wouldn't be incurring PR =xpenses until cash flow positive. As such, these expenses weren't refl=cted on the pro forma.

<=pan>

On Nov 5, 2017, at 8:40 AM, Alan Hochhaus [REDACTED] wrote=

</=lockquote>

This the full pro forma and remember it was massaged because you did=?t want to show allocated expenses fem the hotel to ?remind anyone?=br>

\$19K per month is

<=blockquote>

1. \$1K for R&D

2. \$6,250 for PR with=PR company, social media firm and other misc spend

=/blockquote>

3. \$=2K per month for G&A - details below

=span>

General & Administrative Life Model

Hard processing	Data Processing	=C2	0.84%	\$40,883	=C2	PEO Admin fees, Gift	
	Licensing & Permits	=A0	0.07%	\$3,300			
Landlord expense per lease	Insurance - Business	0.00%	\$-	=C2	Property, Umbrella, GL & Cyber -		
machine + printing costs	Rental / Lease - Equipment	0.06%	\$3,000	=C2	=A0 Lease		
solution to storage needs. Determine document retention policy	Rental / Lease - Storage	0.37%	=C2	\$18,000	=C2	Need to find	
	Legal	=C2	0.25%	\$12,000			
access plus tax returns	Accounting	=A0	0.72%	\$35,000	=A0	=C2	\$2,500 monthly
etc	Consultants	0.5%	\$7,500	=A0	Health & Safety, expeditors,		
=C2	Telecomm & Network	=C2	0.12%	\$6,059			
Includes	Other Expenses	=A0	0.35%	\$16,900	=A0	Bank fees, dues (NYC & Hospitality Alliance), use tax, guest reimbursement, shipping, bad debt	
	Total	=C2	2.94%	\$142,642			

=C2? ?=A0 =C2? Bank ?=A0 \$900

?=A0 =C2? ?=A0 NYC & Co

=/blockquote>

?=A0 =C2? ?=A0 H=spitality Alliance \$2,500

?=A0 =C2? ?=A0 Use tax= \$1,500

= =C2? ?=A0 =C2? Other \$12=000

=C2? ?=A0 =C2? Total ?=A0 \$16,900

On Nov 5, 2017, at 8:16 AM,=Stephen Hanson <

<meta http-equiv="Content-Type"= content="text/html; charset=us-ascii

<Life=Pro Forma_101217_V3.xls>

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=C2? please note

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date-received 1509894487 flags 8590195713 gmail-label-ids 7 6 remote-id 765497