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**From:** jeffrey E. <jeevacation@gmail.com>  
**Sent:** Sunday, November 5, 2017 2:42 PM  
**To:** Stephen Hanson  
**Subject:** Re: Book1.xlsx

accounting 35k?

On Sun, Nov 5, 2017 at 9:25 AM, Stephen Hanson [REDACTED] > wrote:

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

Sent from my iPad

Begin forwarded message:

From: Alan Hochhauser [REDACTED]  
Date: November 5, 2017 at 9:20:35 AM EST  
To: Steve Hanson <shanson900@gmail.com>;  
Subject: Re: Book1.xlsx

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

On Nov 5, 2017, at 8:40 AM, Alan Hochhauser <[REDACTED]> wrote:

=/span>

This is the full pro forma and remember it was massaged because you didn't want to show allocated expenses from the hotel to remind anyone?

\$19K per month is

1. \$1K for R&D

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

3. \$12K per month for G&A - details below

</=lockquote>

General & Administrative =C2◆ Life Model

Data Processing ◆=A0 0.84% \$40,88= =C2◆ PEO Admin fees, Gift card processing

Licensing & Permits 0.07% \$3,3=0

Insurance - Business 0.00% =C2◆ \$- =C2◆ Property, Umbrella, GL & Cyber - Landlord expense per lease

Rental / Lease - Equipment ◆=A0 0.06% \$3,000 ◆=A0 Lease machine + printing costs

=blockquote type="cite">Rental / Lease - Storage =C2♦ 0.37% \$18,000 =C2♦ Nee= to find solution to storage needs. Determine document retention policy

Legal ♦=A0 0.25% \$12,000

returns Accounting ♦=A0 .72% \$35,000 =C2♦ \$2,500 monthly access plus =ax

Safety, expeditors, etc <=lockquote type="cite">Consultants =C2♦ 0.15% \$7,500 =C2♦ ♦=A0 Health &

Telecomm & Network 0.12% =C2♦\$6,059 =C2♦ Includes Cable

<=blockquote>

Other=Expenses 0.35% ♦=A0 \$16,900 ♦=A0 Bank fees, dues (NYC & Hospitali=y Alliance), use tax, guest reimbursement, shipping, bad debt </=lockquote>

Total 2.=4% \$142,642

=C2♦ ♦=A0 =C2♦ Bank ♦=A0 \$900

= =C2♦ ♦=A0 =C2♦ NYC & Co

=C2♦ ♦=A0 =C2♦ Hospitality Alliance =C2♦\$2,500

=blockquote type="cite"> =C2♦ ♦=A0 =C2♦ Use tax =C2♦ \$1,500

=C2♦ ♦=A0 =wbr> Other ♦=A0 \$12,000

=C2♦ ♦=A0 =C2♦ Total= \$16,900

On Nov 5, 2017, at 8:16 AM, Stephen Hanson [REDACTED] =

wrote:

&l=;meta http-equiv="Content-Type" content="text/html; cha=set=us-ascii

<Life Pro Forma\_101217\_V3.xls>

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=C2◆ please note

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JEE

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--94eb2c0c02eeaac45e055d3d552a-- conversation-id 24833 date-last-viewed 0 date-received 1509892895 flags 8590195713 gmail-label-ids 7 6 remote-id 765485