



Expense Summary

Personnel	JANUARY	FEBRUARY	MARCH	APRIL	TOTAL
Project Manager	\$ 20,000.00			\$ 20,000.00	\$ 40,000.00
Developers	\$ 50,000.00			\$ 50,000.00	\$ 100,000.00
Designers	\$ 40,000.00			\$ 40,000.00	\$ 80,000.00
Consultants	\$ 15,000.00			\$ 15,000.00	\$ 30,000.00
Interns	\$ 10,000.00			\$ 10,000.00	\$ 20,000.00
Equipment & Tools	JANUARY	FEBRUARY	MARCH	APRIL	TOTAL
Computers/Laptops	\$ 50,000.00				\$ 50,000.00
Software Licenses		\$ 3,000.00	\$ 3,000.00		\$ 6,000.00
Office Supplies		\$ 10,000.00	\$ 10,000.00		\$ 20,000.00
Specialized Tools				\$ 1,250.00	\$ 1,250.00
Hardware Devices	\$ 50,000.00				\$ 50,000.00
Marketing & Promotion	JANUARY	FEBRUARY	MARCH	APRIL	TOTAL
Advertising Costs	\$ 12,500.00	\$ 12,500.00			\$ 25,000.00
Social Media Ads	\$ 7,500.00	\$ 7,500.00			\$ 15,000.00
Printed Materials			\$ 1,000.00		\$ 1,000.00
Promotional Events				\$ 600.00	\$ 600.00
Sponsorship Fees				\$ 25,000.00	\$ 25,000.00
Research & Development	JANUARY	FEBRUARY	MARCH	APRIL	TOTAL
Market Research	\$ 2,500.00			\$ 2,500.00	\$ 5,000.00
Prototype Development	\$ 2,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 7,000.00
Testing Materials		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00
User Surveys	\$ 1,000.00				\$ 1,000.00
Innovation Workshops		\$ 3,000.00			\$ 3,000.00
Contingency & Miscellaneous	JANUARY	FEBRUARY	MARCH	APRIL	TOTAL
Contingency Fund	\$ 10,000.00	\$ 5,000.00	\$ 5,000.00		\$ 20,000.00
Unexpected Expenses	\$ 5,000.00	\$ 500.00			\$ 5,500.00
Legal Fees		\$ 3,000.00	\$ 3,000.00		\$ 6,000.00
Travel Expenses				\$ 1,000.00	\$ 1,000.00
Insurance Costs	\$ 2,500.00	\$ 2,500.00		\$ 2,500.00	\$ 7,500.00