

Income Statement and Balance Sheet

Professional Data Analysts

For the period ended December 31, 2022

Prepared on

December 12, 2024

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Profit and Loss

January - December 2022

	Total
INCOME	
4000 Sales	6,045,078.56
Total Income	6,045,078.56
COST OF GOODS SOLD	
5000 Cost of Goods Sold	
5010 Payroll	
5001 Wages	REDACTED
5009 SIMPLE Employer	REDACTED
5012 Payroll Taxes	REDACTED
Total 5010 Payroll	REDACTED
5020 Employee Benefits	
5021 Dental	REDACTED
5022 H S A Contributions	REDACTED
5023 Life/AD&D	REDACTED
5024 LTD	REDACTED
5025 Medical	REDACTED
5026 STD	REDACTED
Total 5020 Employee Benefits	REDACTED
5030 Subcontractors	REDACTED
Total 5000 Cost of Goods Sold	REDACTED
Total Cost of Goods Sold	REDACTED
GROSS PROFIT	REDACTED
EXPENSES	
6005 Advertising	12,002.42
6010 Banking	802.12
6015 Books and Media Subscriptions	88.27
6025 Dues, Fees, Subscriptions	14,296.82
6045 Insurance	28,504.23
6051 Meals & Entertainment 100%	15,646.32
6055 Online Dues	9,963.01
6060 Office Equipment & Furniture	19,466.99
6065 Office Supplies	5,357.45
6070 Parking & Reimbursed Bus Fare	1,434.00
6075 Postage	15,788.36
6085 Printing and Reproduction	6,723.95
6090 Professional Services	
6092 Accounting	19,838.00
6094 General Consulting	21,000.00
6095 Security (deleted)	2,397.24
6096 Data Collection	34,682.50
6097 Transcription	4,773.00
6098 Translation	280.00
Total 6090 Professional Services	82,970.74

	Total
6100 Building Expenses	
6101 Rent	167,066.84
6102 Rent Co-location	13,646.93
6103 Repairs	3,635.89
6104 Utilities	62,974.75
Total 6100 Building Expenses	247,324.41
6110 Survey incentives	REDACTED
6111 Bobbie	REDACTED
6113 Florida	REDACTED
6114 Gift Cards	REDACTED
6115 Hawaii	REDACTED
6116 Indiana	REDACTED
6117 Ohio	REDACTED
6118 Oklahoma	REDACTED
6119 Vermont	REDACTED
Total 6110 Survey incentives	REDACTED
6130 Taxes	
6131 Minnesota Tax	REDACTED
6132 DC Tax	REDACTED
6133 Hawaii Excise	REDACTED
6136 Illinois Tax	REDACTED
6140 Minnesota Use Tax	REDACTED
6143 Oklahoma Tax	REDACTED
6144 Vermont Tax	REDACTED
Total 6130 Taxes	REDACTED
6150 Communications	20,003.40
6151 Internet	581.94
Total 6150 Communications	20,585.34
6155 Travel	33,229.47
6160 Hiring	396.00
6170 Technology	
6171 General IT (deleted)	2,384.91
6172 Computers	27,739.32
6173 Monitors	1,186.14
6174 Hardware - Renewal (deleted)	975.35
6175 Software	28,611.63
6176 Networking	7,615.90
Total 6170 Technology	68,513.25
6180 Professional Development	7,347.10
6185 Recruitment (deleted)	32,377.38
6190 Contract Fee (deleted)	26,071.20
6195 Miscellaneous (deleted)	11,046.68
6200 Contributions	REDACTED
7020 Depreciation Expense	56,750.78
NCTOH (deleted)	REDACTED

	Total
Payroll Expenses	REDACTED
Total Expenses	REDACTED
NET OPERATING INCOME	REDACTED
OTHER INCOME	
8000 Interest Income	4,505.20
8005 Other Income	2,297.41
Total Other Income	6,802.61
NET OTHER INCOME	6,802.61
NET INCOME	REDACTED

Balance Sheet

As of December 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 REDACTED	REDACTED
1010 REDACTED	REDACTED
1015 REDACTED	REDACTED
1020 REDACTED	REDACTED
1025 REDACTED	REDACTED
1030 REDACTED	REDACTED
REDACTED	REDACTED
Total Bank Accounts	REDACTED
Accounts Receivable	
1200 Accounts Receivable	288,711.07
Total Accounts Receivable	288,711.07
Other Current Assets	
1100 Building Deposit	12,667.17
1150 Work in progress	1,266,745.75
1310 Prepaid Insurance	8,453.44
1400 REDACTED	REDACTED
1410 COBRA	1,497.78
Total Other Current Assets	1,301,552.86
Total Current Assets	REDACTED
Fixed Assets	
1600 Equipment	121,020.22
1610 Furniture and fixtures	120,799.08
1620 Leasehold Improvements	411,604.91
1630 Software	163,215.27
1690 Accumulated Depreciation	-364,062.50
Total Fixed Assets	452,576.98
Other Assets	
1700 Right-of-Use Assets - Operating Lease	REDACTED
Total Other Assets	REDACTED
TOTAL ASSETS	REDACTED
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	13,131.06
Total Accounts Payable	13,131.06
Credit Cards	
2200 REDACTED	4,934.22
2205 REDACTED	7,933.56
2210 REDACTED	5.00

	Total
Total Credit Cards	12,872.78
Other Current Liabilities	
2300 Payroll Liabilities	604.82
2310 Accrued Payroll	REDACTED
2350 Accrued Vacation	REDACTED
2400 Current Maturities of Operating Lease Liabilities	142,829.09
2510 Use tax payable	46.00
Total Other Current Liabilities	REDACTED
Total Current Liabilities	REDACTED
Long-Term Liabilities	
2600 Operating Lease Liability	978,445.42
Total Long-Term Liabilities	978,445.42
Total Liabilities	REDACTED
Equity	
3000 Common Stock	REDACTED
3100 Retained Earnings	REDACTED
3200 Distributions - HL	REDACTED
Net Income	REDACTED
Total Equity	REDACTED
TOTAL LIABILITIES AND EQUITY	REDACTED

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Profit and Loss

January - December 2023

	Total
INCOME	
4000 Sales	6,009,270.67
Total Income	6,009,270.67
COST OF GOODS SOLD	
5000 Cost of Goods Sold	
5010 Payroll	
5001 Wages	REDACTED
5003 Vision Insurance	1,546.82
5004 Voluntary Life Insurance	2,087.12
5005 401K Employee	REDACTED
5006 Employer 401K Match	REDACTED
5007 Roth 401K Employee	REDACTED
5011 Staff HSA	REDACTED
5012 Payroll Taxes	REDACTED
Total 5010 Payroll	REDACTED
5020 Employee Benefits	
5021 Dental	REDACTED
5023 Life/AD&D	517.28
5024 LTD	4,718.60
5025 Medical	REDACTED
5026 STD	8,295.85
Total 5020 Employee Benefits	REDACTED
5030 Subcontractors	190,869.98
Total 5000 Cost of Goods Sold	REDACTED
Total Cost of Goods Sold	REDACTED
GROSS PROFIT	REDACTED
EXPENSES	
6005 Advertising	34,740.45
6010 Banking	403.98
6011 Service Charge	2.10
Total 6010 Banking	406.08
6015 Books and Media Subscriptions	405.91
6025 Dues, Fees, Subscriptions	
6026 Membership & Dues	6,400.42
6027 Contract & Filing Fees	25,143.00
6028 Benefit Fees	10,048.72
Total 6025 Dues, Fees, Subscriptions	41,592.14
6045 Insurance	28,853.88
6050 Meals & Entertainment 50%	20,805.57
6051 Meals & Entertainment 100%	2,698.51
6060 Office Equipment & Furniture	1,596.33
6065 Office Supplies	15,066.21
6070 Parking & Reimbursed Bus Fare	887.45

	Total
6075 Postage	17,195.28
6085 Printing and Reproduction	2,439.77
6090 Professional Services	
6091 Legal	10,641.00
6092 Accounting	25,515.00
6094 General Consulting	500.00
6096 Data Collection	34,093.00
6097 Transcription	8,204.75
6098 Translation	1,131.11
Total 6090 Professional Services	80,084.86
6100 Building Expenses	
6101 Rent	196,292.61
6102 Rent Co-location	12,653.88
6103 Repairs	1,268.24
6104 Utilities	17,428.92
6105 Building Security	1,278.18
6106 Co-Working Space	514.45
6107 Cleaning	9,742.55
6108 Waste	2,719.30
Total 6100 Building Expenses	241,898.13
6110 Survey incentives	REDACTED
6113 Florida	REDACTED
6114 Gift Cards	REDACTED
6115 Hawaii	REDACTED
6116 Indiana	REDACTED
6117 Ohio	REDACTED
6118 Oklahoma	REDACTED
6119 Vermont	REDACTED
Total 6110 Survey incentives	REDACTED
6120 Survey Materials	
6121 Letterhead	1,358.90
6122 Envelopes	4,969.20
6123 Postcards and Stickers	1,707.61
Total 6120 Survey Materials	8,035.71
6130 Taxes	
6131 Minnesota Tax	REDACTED
6133 Hawaii Excise	REDACTED
6134 Hawaii Income Tax	REDACTED
6136 Illinois Tax	REDACTED
6137 Indiana Tax	REDACTED
6138 Kentucky Tax	REDACTED
6139 Massachusetts Tax	REDACTED
6140 Minnesota Use Tax	REDACTED
6142 Ohio Taxes	REDACTED
6143 Oklahoma Tax	REDACTED

	Total
6144 Vermont Tax	REDACTED
6145 Virginia Tax	REDACTED
Total 6130 Taxes	REDACTED
6150 Communications	
6151 Internet	9,393.99
6152 Telephone, Fax and Chat	13,165.28
6153 SMS	316.80
6154 Email	420.00
Total 6150 Communications	23,296.07
6155 Travel	46,958.94
6160 Hiring	280.40
6161 Recruitment	690.37
Total 6160 Hiring	970.77
6170 Technology	
6171.01 Printers	1,070.57
6171.02 Conference Room	832.89
6172 Computers	13,335.13
6173 Monitors	1,157.31
6175 Software	207.88
6175.01 Management	9,327.41
6175.02 IT	4,835.51
6175.03 Development	4,031.80
6175.04 Application	34,155.31
Total 6175 Software	52,557.91
6176 Networking	12,700.86
6177 Docks	2,939.17
6179 Hosting	2,239.69
Total 6170 Technology	86,833.53
6180 Professional Development	5,432.78
6185 Recruitment (deleted)	50,567.53
6200 Contributions	18,253.79
7020 Depreciation Expense	452,576.98
Payroll Expenses	REDACTED
Total Expenses	REDACTED
NET OPERATING INCOME	REDACTED
OTHER INCOME	
8000 Interest Income	2,163.90
8005 Other Income	480.00
Total Other Income	2,643.90
OTHER EXPENSES	
Nondeductible Life Insurance	REDACTED
Total Other Expenses	REDACTED
NET OTHER INCOME	REDACTED
NET INCOME	REDACTED

Balance Sheet

As of December 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 REDACTED	REDACTED
1005 REDACTED	REDACTED
1010 REDACTED	REDACTED
1015 REDACTED	REDACTED
1020 REDACTED	REDACTED
1025 REDACTED	REDACTED
1030 REDACTED	REDACTED
Total Bank Accounts	REDACTED
Accounts Receivable	
1200 Accounts Receivable	220,467.36
Total Accounts Receivable	220,467.36
Other Current Assets	
1100 Building Deposit	12,667.17
1150 Work in progress	1,092,653.09
1310 Prepaid Insurance	9,272.73
1400 REDACTED	REDACTED
Total Other Current Assets	1,118,292.71
Total Current Assets	REDACTED
Fixed Assets	
1600 Equipment	121,020.22
1610 Furniture and fixtures	120,799.08
1620 Leasehold Improvements	411,604.91
1630 Software	163,215.27
1690 Accumulated Depreciation	REDACTED
Total Fixed Assets	0.00
Other Assets	
1800 REDACTED	REDACTED
1900 REDACTED	REDACTED
Total Other Assets	REDACTED
TOTAL ASSETS	REDACTED
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	49,327.82
Total Accounts Payable	49,327.82
Credit Cards	
2200 REDACTED	2,594.86
2205 REDACTED	27,534.98
Total Credit Cards	30,129.84

	Total
Other Current Liabilities	
2310 Accrued Payroll	REDACTED
2350 Accrued Vacation	REDACTED
Total Other Current Liabilities	REDACTED
Total Current Liabilities	REDACTED
Total Liabilities	REDACTED
Equity	
3000 Common Stock	REDACTED
3100 Retained Earnings	REDACTED
3200 Distributions - HL	REDACTED
3300 APIC	REDACTED
Net Income	REDACTED
Total Equity	REDACTED
TOTAL LIABILITIES AND EQUITY	REDACTED