

Svgs Revolution Start-Up Estimates

[Date]

Monthly Costs	Monthly Expenses	Investment Necessary	% of Total	Source of Estimate
Solicitation for Participants				
Monthly Reporting on Progress				
Media Partnership				
Advertising				
Supplies				
Opportunity Cost (lost productivity, if any)				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Subtotal				
One-Time Costs		Investment Necessary	% of Total	Source of Estimate
Training (for staff ability to coach participants)				
Production Costs for Marketing Materials				
Production Costs for Media Partnership				
IT Costs to link/modify Svgs Rev-Wesabe site to CU Site				
Family Selection (apps, etc.)				
Legal and other professional fees (compliance, contract review, etc)				
Other A				
Other B				
Other C				
Other D				
Subtotal				
Total Estimated Start-Up Capital				