



Inventalator Inc, DBA Ideawake  
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## Inventalator Incorporated DBA Ideawake

### INCOME STATEMENT

FOR YEAR ENDED 12/31/2019

<b>Revenue</b>			
Subscription Revenue	\$	399,451.59	93.44%
Other Revenue	\$	27,550.01	6.44%
Interest Revenue	\$	487.40	0.11%
<b>Total Revenue</b>	<b>\$</b>	<b>427,489.00</b>	<b>100.00%</b>
Cost of Goods Sold	\$	29,229.41	6.84%
<b>Gross Profit</b>	<b>\$</b>	<b>398,259.59</b>	<b>93.16%</b>
<b>Operating Expenses</b>			
Salaries Expense	\$	287,861.44	37.29%
Payroll Tax Expense	\$	22,831.32	2.96%
Health Insurance Expense	\$	23,905.55	3.10%
Contractors Expense	\$	182,958.74	23.70%
Advertising and Marketing Expense	\$	60,625.08	7.85%
Rent Expense	\$	29,592.00	3.83%
Office Supplies and Software Expense	\$	8,016.15	1.04%
Heat and Electric Expense	\$	4,215.48	0.55%
Parking Expense	\$	4,158.00	0.54%
Bad Debt Expense	\$	7,600.00	0.98%
Subscription Expense	\$	51,592.23	6.68%
Travel Expense	\$	13,601.63	1.76%
Bank Charges Expense	\$	667.03	0.09%
Professional Services Expense	\$	13,906.52	1.80%
Liability Insurance Expense	\$	2,193.00	0.28%
Other Operating Expenses	\$	53,948.63	6.99%
<b>Total Operating Expenses</b>	<b>\$</b>	<b>767,672.80</b>	<b>99.46%</b>
<b>Non-Operating Expenses</b>			
Interest Expense	\$	4,200.00	0.54%
<b>Total Non Operating Expenses</b>	<b>\$</b>	<b>4,200.00</b>	<b>0.54%</b>
<b>Total Expenses</b>	<b>\$</b>	<b>771,872.80</b>	<b>100.00%</b>
<b>Net Income (Loss)</b>	<b>\$</b>		<b>(373,613.21)</b>