

Tech Startup Sales and Expense Forecast Example

Sales Forecast (Year 1)

Month	Product A	Product B	Service Revenue	Total Sales
Jan	10,000	7,500	2,000	19,500
Feb	12,000	8,000	2,300	22,300
Mar	14,000	8,600	2,600	25,200
Apr	16,000	9,200	2,900	28,100
May	17,500	9,800	3,200	30,500
Jun	18,500	10,500	3,500	32,500
Jul	19,500	11,000	3,800	34,300
Aug	20,000	11,500	4,000	35,500
Sep	21,000	12,000	4,200	37,200
Oct	23,000	13,000	4,500	40,500
Nov	24,500	14,000	4,700	43,200
Dec	25,000	15,000	5,000	45,000
Total	221,500	130,100	42,700	394,300

Expense Forecast (Year 1)

Category	Monthly Cost	Annual Cost
Salaries	20,000	240,000
Product Development	5,000	60,000
Sales & Marketing	4,000	48,000
Office Rent	2,000	24,000
Software & Tools	1,200	14,400
Other Expenses	1,500	18,000
Total Expenses	33,700	404,400

Forecast Summary (Year 1)

Metric	Amount
Total Sales	394,300
Total Expenses	404,400
Net Profit (Loss)	-10,100