


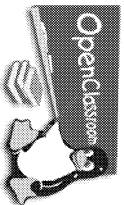
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*www.OpenClassroom.org financial summary.*

**www.OpenClassroom.org**

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FINANCIAL SUMMARY



## OpenClassroom Revenue Expectations

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Appendix 01  
Revenues

Technical Milestones	Beta	Comm Beta	Ver 1.0	Ver 2.0	Ver 3.0+ Content												
	Jan-00	Apr-00	Jul-00	Oct-00	Jan-01	Apr-01	Jul-01	Oct-01	Jan-02	Apr-02	Jul-02	Oct-02	Jan-03	Apr-03	Jul-03	Oct-03	Jan-04
CD Bundles 1)		5	30	60	100	175	210	245	280	320	360	410	450	562.5	625	625	625
Toolset Upgrades 2)				2	6	12	22	33	44	55	63	72	82	92	107	123	136
Consulting 3)			50	50	50	80	80	100	100	100	140	140	180	200	200	250	250
Customization 3)			30	30	50	50	80	80	100	100	150	150	150	200	200	200	200
Support 4)			10	40	50	80	80	100	120	150	180	200	200	240	240	300	300
Advertising 5)			10	30	100	100	150	150	200	200	250	250	500	500	750	750	1000
Grants 6)																	
Quarterly Totals	0.0	5.0	130.0	212.1	355.7	496.7	621.9	707.7	843.8	924.6	1143.3	1222.3	1562.2	1794.9	2122.0	2247.9	2510.8
<b>Grand Total</b>																	<b>16900.75</b>

Figures in US\$000

- 1) US\$ 50 per bundle, growing sales rate from 5 to 50%. Price degradation is countered by increased value add from content.
- 2) Assume that 20 % of the previous 12 months worth of sold bundles will upgrade for US\$ 15
- 3) US\$ 1000 per man day
- 4) Retainer fees for technical and helpdesk support
- 5) 5 US Cents per click-through on the website
- 6) Government and NGO grants, considered to be purely upside potential

## OpenClassroom Expenditure Expectations

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Appendix 02  
Expenses

Technical Milestones	Beta	Comm Beta	Ver 1.0	Ver 2.0	Ver 3.0+ Content												
	Jan-00	Apr-00	Jul-00	Oct-00	Jan-01	Apr-01	Jul-01	Oct-01	Jan-02	Apr-02	Jul-02	Oct-02	Jan-03	Apr-03	Jul-03	Oct-03	Jan-04
B. Grunewald	100	37.5	37.5	37.5	37.5	37.5	37.5	37.5	37.5	37.5	37.5	37.5	37.5	45	45	45	45
J. Lecal	100	37.5	37.5	37.5	37.5	37.5	37.5	37.5	37.5	37.5	37.5	37.5	37.5	45	45	45	45
Developers 1)	90	90	90	90	120	120	150	150	180	180	210	210	210	230	260	260	260
Admin 2)	15	15	15	15	20	20	20	20	20	20	20	20	20	25	25	25	25
Equipment 3)	30	5	5	5	5	5	5	10	10	10	10	10	10	10	10	10	10
Internet 4)	5	5	5	5	10	10	10	10	15	15	15	15	20	20	20	20	30
Marketing 5)	30	30	50	50	80	80	80	100	100	100	100	100	120	120	120	120	120
Distribution bundle 6)	10	30	60	80	100	140	140	140	140	180	180	200	200	250	250	250	250
Office Expenses 7)	20	20	20	20	30	30	30	30	40	40	40	40	50	50	50	50	50
Conferences / Travel 8)	30	30	60	60	60	60	80	80	80	80	80	80	80	100	100	100	100
Tax and Overhead 9)	152.5	90	90	90	107.5	107.5	122.5	122.5	137.5	137.5	152.5	152.5	152.5	172.5	187.5	187.5	187.5
Quarterly Totals	582.5	390	470	490	607.5	647.5	712.5	615	660	700	730	750	785	895	925	925	935
Burn rate	145.625	97.5	117.5	122.5	151.875	161.875	178.125	153.75	165	175	182.5	187.5	196.25	223.75	231.25	231.25	233.75
Grand Total																	

<b>Invest. Installments</b>	<b>Jan-00</b>	<b>Jul-00</b>
	1500	1000

Figures in US\$000

- 1) 15 000 per quarter per developer, 30 000 per quarter for Outsourced Development.
- 2) Admin, Financial and Legal fees
- 3) Server, LAN, PC's Notebooks
- 4) 24x7x365 T1 Access
- 5) Marketing brochures, Conference banners, Advertising etc
- 6) US\$ 10,00 per bundle
- 7) Office space, telephone, stationery etc
- 8) US\$ 5000 per person + Conference Stand US\$ 5000
- 9) Social insurance, tax, employee benefits

## OpenClassroom Summary

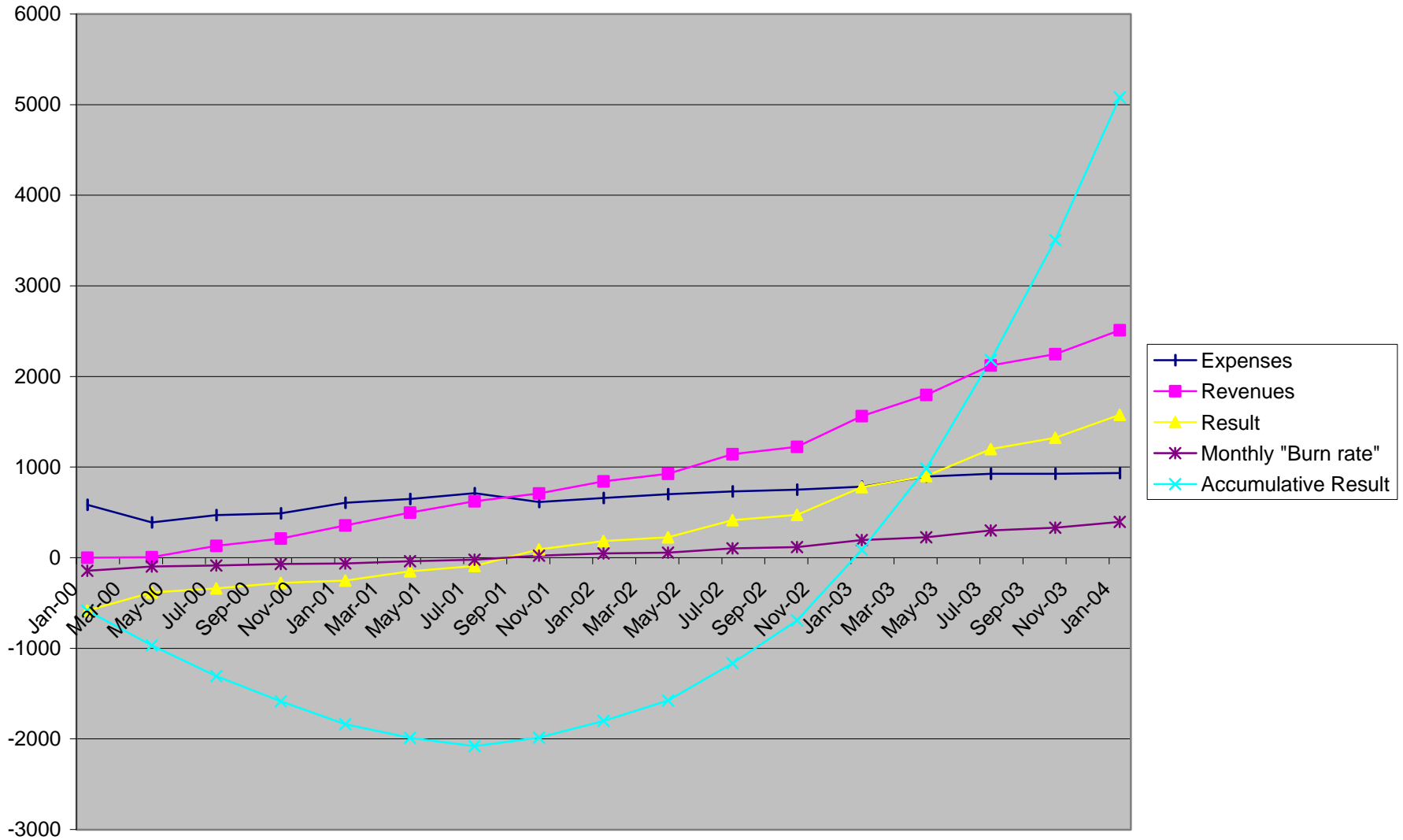
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Appendix 03  
Results

Technical Milestones	Beta	Comm Beta	Ver 1.0	Ver 2.0	Ver 3.0+ Content												
	Jan-00	Apr-00	Jul-00	Oct-00	Jan-01	Apr-01	Jul-01	Oct-01	Jan-02	Apr-02	Jul-02	Oct-02	Jan-03	Apr-03	Jul-03	Oct-03	Jan-04
Expenses	582.5	390	470	490	607.5	647.5	712.5	615	660	700	730	750	785	895	925	925	935
Revenues	0	5	130	212.1	355.7	496.7	621.9	707.7	843.8	924.6	1143.3	1222.3	1562.2	1794.9	2121.95	2247.85	2510.75
Result	-582.5	-385	-340	-277.9	-251.8	-150.8	-90.6	92.7	183.8	224.6	413.3	472.3	777.2	899.9	1196.95	1322.85	1575.75
Monthly "Burn rate"	-145.625	-96.25	-85	-69.475	-62.95	-37.7	-22.65	23.175	45.95	56.15	103.325	118.075	194.3	224.975	299.2375	330.7125	393.9375
<b>Accumulative Result</b>	<b>-582.5</b>	<b>-967.5</b>	<b>-1307.5</b>	<b>-1585.4</b>	<b>-1837.2</b>	<b>-1988</b>	<b>-2078.6</b>	<b>-1985.9</b>	<b>-1802.1</b>	<b>-1577.5</b>	<b>-1164.2</b>	<b>-691.9</b>	<b>85.3</b>	<b>985.2</b>	<b>2182.15</b>	<b>3505</b>	<b>5080.75</b>

Figures in US\$000

### Accumulated Results



# Operative results

