

GoGather



Make Getting Together Better.

Our Team

Macy Arnold



**Accounts Payable
Specialist**

Zach Freedman



**Finance
Assistant**

Riley Stricker





**Director of
Logistics**



Our Mission



GoGather's mission is to connect people and strengthen relationships by promoting in-person social interaction



Company Overview



Box of the Month

More Moments Collection

Company Overview



Opened for operations in
October 2022 in
Bakersfield, CA



Established as an
S-Corporation



Offers curated
gathering experience
in **GoGather box**

Product

The Box of the Month



Custom playlists



Conversation starters



Mix of games, activities & crafts



Recipe Cards



Gathering Guide



Organizational Chart

Three Main Departments



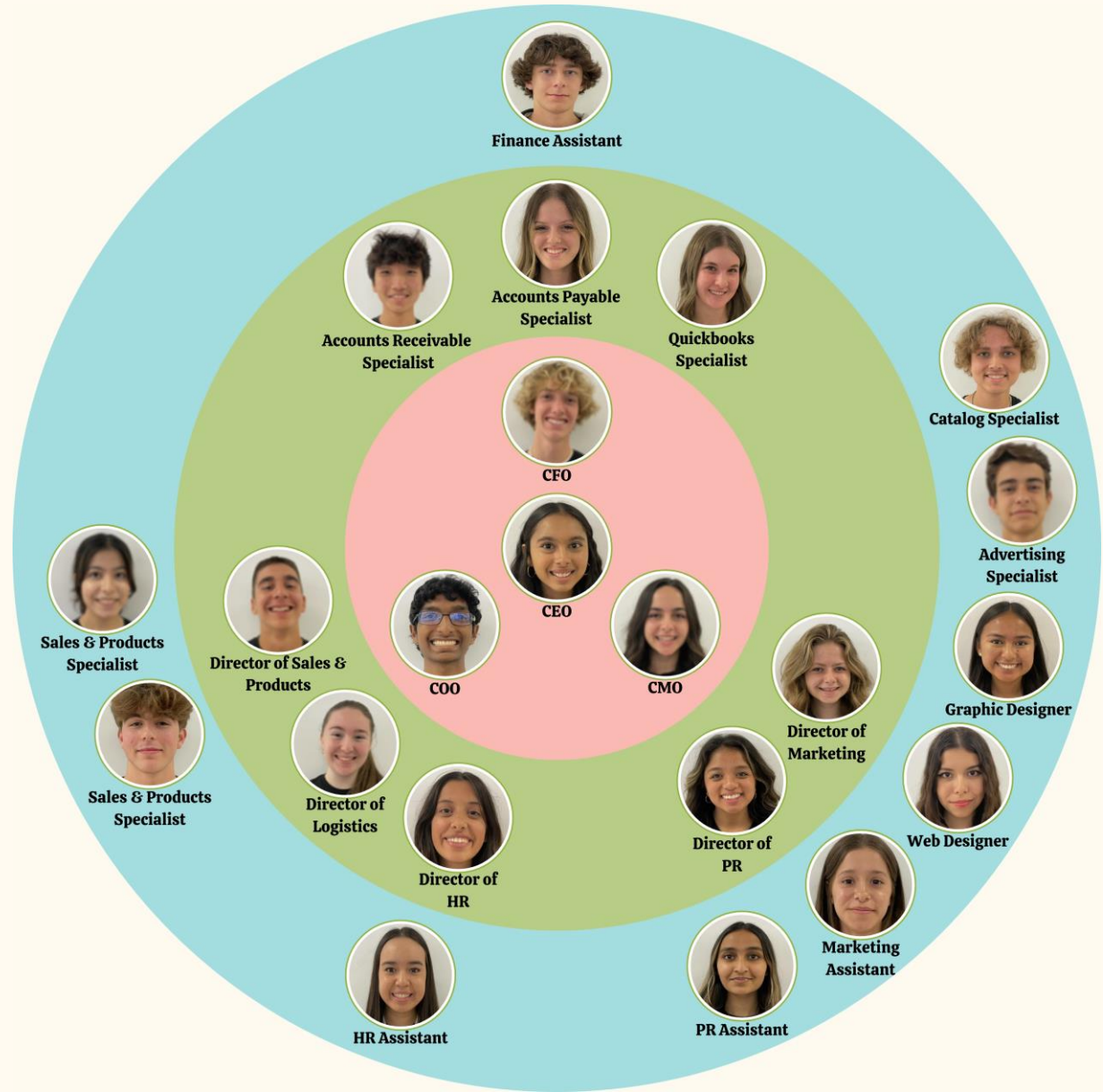
Operations



Finance



Marketing



Start-Up

Seed Money



\$20,000

9.5%

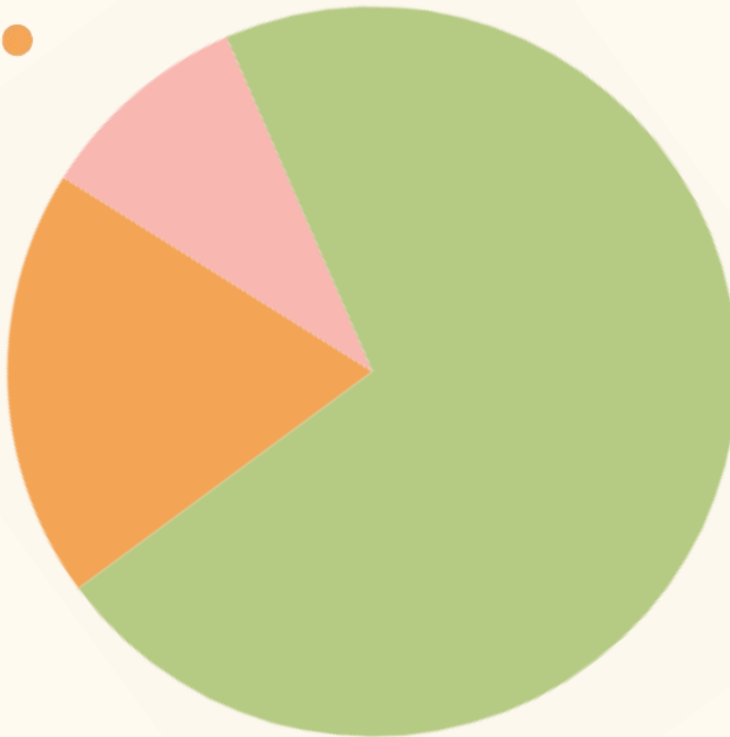
Owners



Capital

\$40,000

19.1%



Loan

\$150,000

71.4%

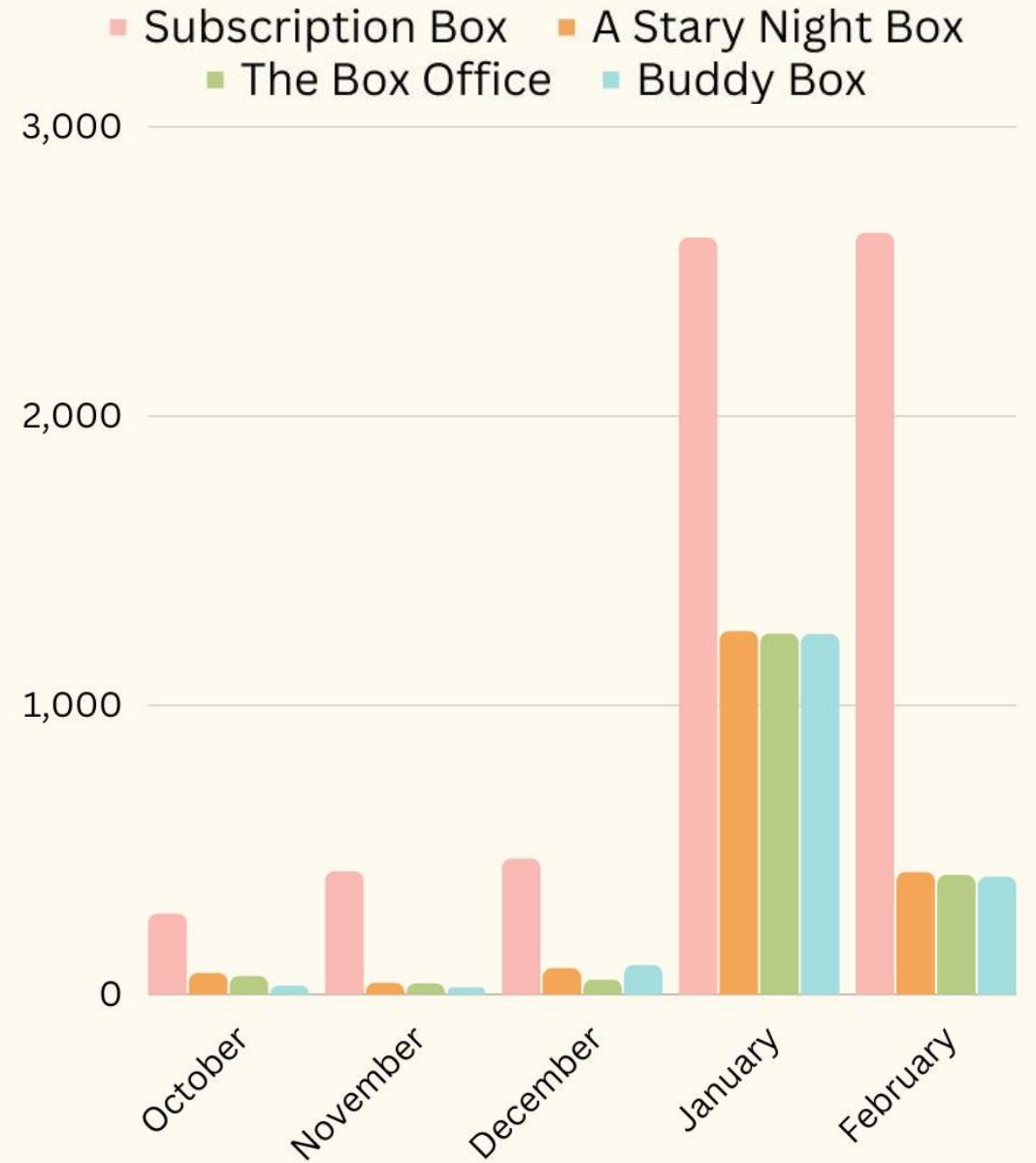
Fixed Rate
8.25%

Term
5 Years

Financial Highlights



Boxes Shipped Out Per Month



Sales Contract



\$120,000
per month



January to April

Price

More
Moments
Collection

\$59.99



Box
of the
Month

Subscriptions:

- **3 month**
- **6 month**
- **12 month**

*larger discounts with
longer subscription

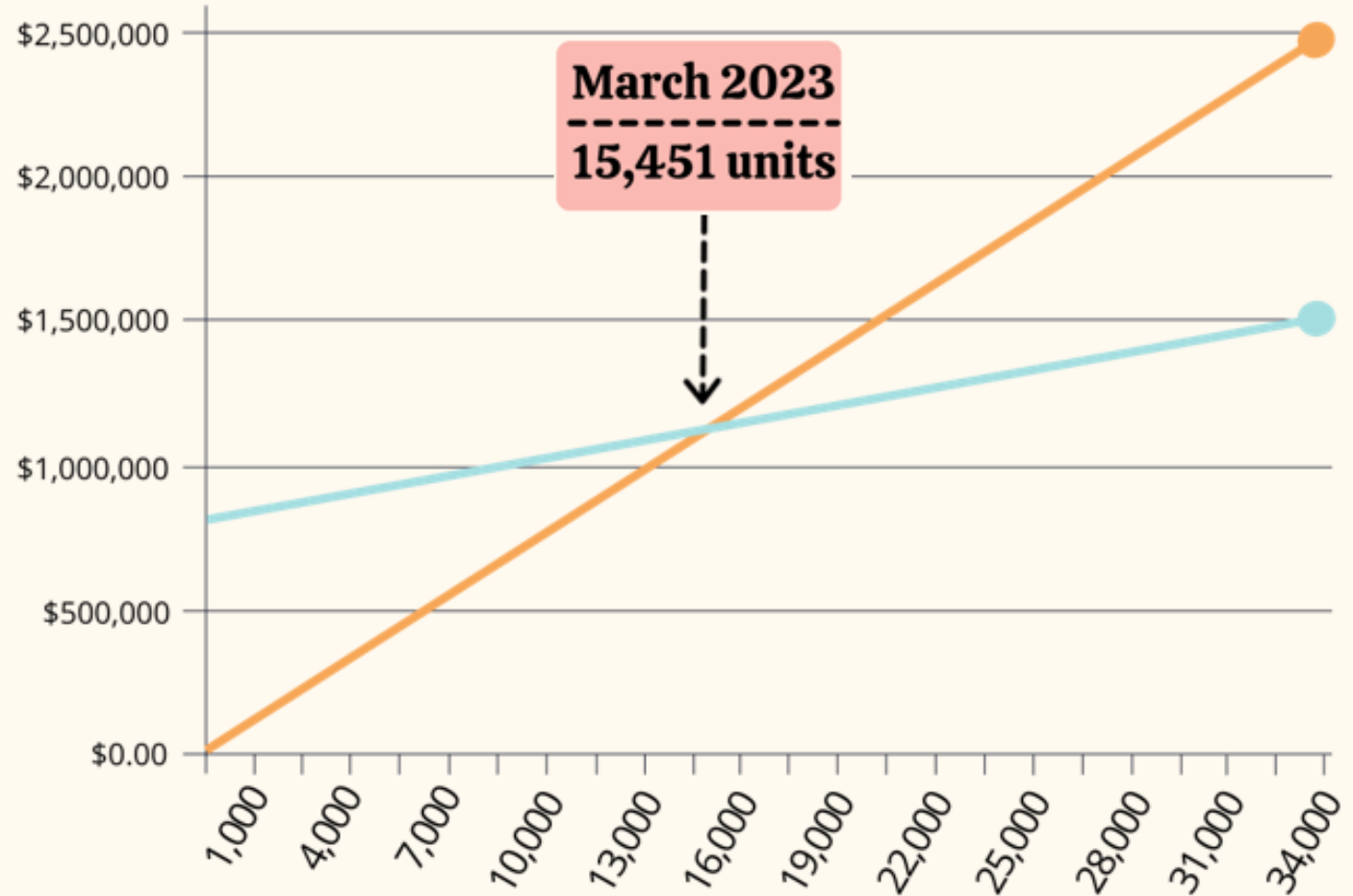


Break Even

Avg. Unit Price
\$56.58

Avg. COGS
\$16.28

GPM 71%



Total Cost



Revenue

Balance Sheet



**Current
Ratio
1.2:1**



GoGather	
Balance Sheet	
As of February 28, 2023	
Assets	
Total Cash	\$1,121,232.57
Total Current Assets	\$1,186,330.95
Total Fixed Assets	\$8,858.89
Total Assets	\$1,195,189.84
Liabilities and Stockholders' Equity	
Total Deferred Revenue	\$809,407.95
Total Current Liabilities	\$990,447.52
Total Liabilities	\$1,132,250.72
Total Stockholders' Equity	\$62,939.12
Total Liabilities and Stockholders' Equity	\$1,195,189.84

Profit and Loss



Sales Revenue	\$1,084,279.46
Cost of Goods Sold	\$249,919.54
Gross Profit	\$834,359.92
Operating Expenses	\$779,043.29
Net Income	\$55,316.63

For the fiscal year ending April 30, 2023

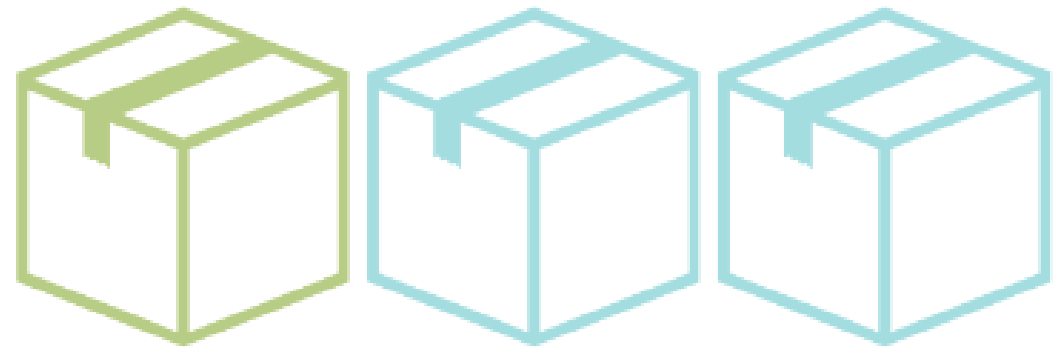
Gross Recognized Revenues	Actuals	Projections
	Oct-Feb	Oct-Apr
Trade Show Revenues	\$ 387,279.20	\$ 550,213.55
Online Sales	\$ 38,997.36	\$ 58,215.19
Contractual sales to non-VE entities	\$ 225,367.20	\$ 450,734.40
Open House Revenue	\$ 25,116.31	\$ 25,116.31
Total sales revenues	\$ 676,760.07	\$ 1,084,279.46
Cost of Goods Sold	\$ 80,584.61	\$ 118,869.73
Shipping Expense	\$ 92,164.06	\$ 131,049.81
Cost of goods sold or services provided	\$ 172,748.67	\$249,919.54
Gross profit	\$ 504,011.40	\$ 834,359.92
Salaries	\$ 206,700.05	\$ 298,566.73
Wages	\$ 194,400.00	\$ 280,800.00
Medicare	\$ 5,815.98	\$ 8,400.86
Social Security	\$ 24,868.17	\$ 35,920.69
Rent	\$ 13,500.00	\$ 18,900.00
Advertising/Promotion	\$ 38,200.00	\$ 68,200.00
Charitable Contributions	\$ 8,252.00	\$ 16,176.00
Liability Insurance	\$ 2,750.00	\$ 3,850.00
Worker's Compensation	\$ 1,025.05	\$ 1,435.07
401(k)	\$ 19,263.00	\$ 27,824.34
Supplies	\$ 930.15	\$ 1,302.21
General Business Expenses	\$ 5,000.00	\$ 5,000.00
Interest	\$ 5,015.86	\$ 6,775.15
Legal Fees and Accounting Services	\$ 1,500.00	\$ 2,100.00
Depreciation	\$ 690.35	\$ 966.49
Utilities	\$ 1,879.19	\$ 2,825.75
Total operating expenses	\$ 529,789.80	\$ 779,043.29
Net income after taxes	\$ (25,778.40)	\$ 55,316.63

Deferred Revenue



3-Month Subscription

\$169.99 up-front



\$56.33

\$56.33

\$56.33

↓
recognized for
the month

⏟
\$112.66 left to
recognize

Cash Budget

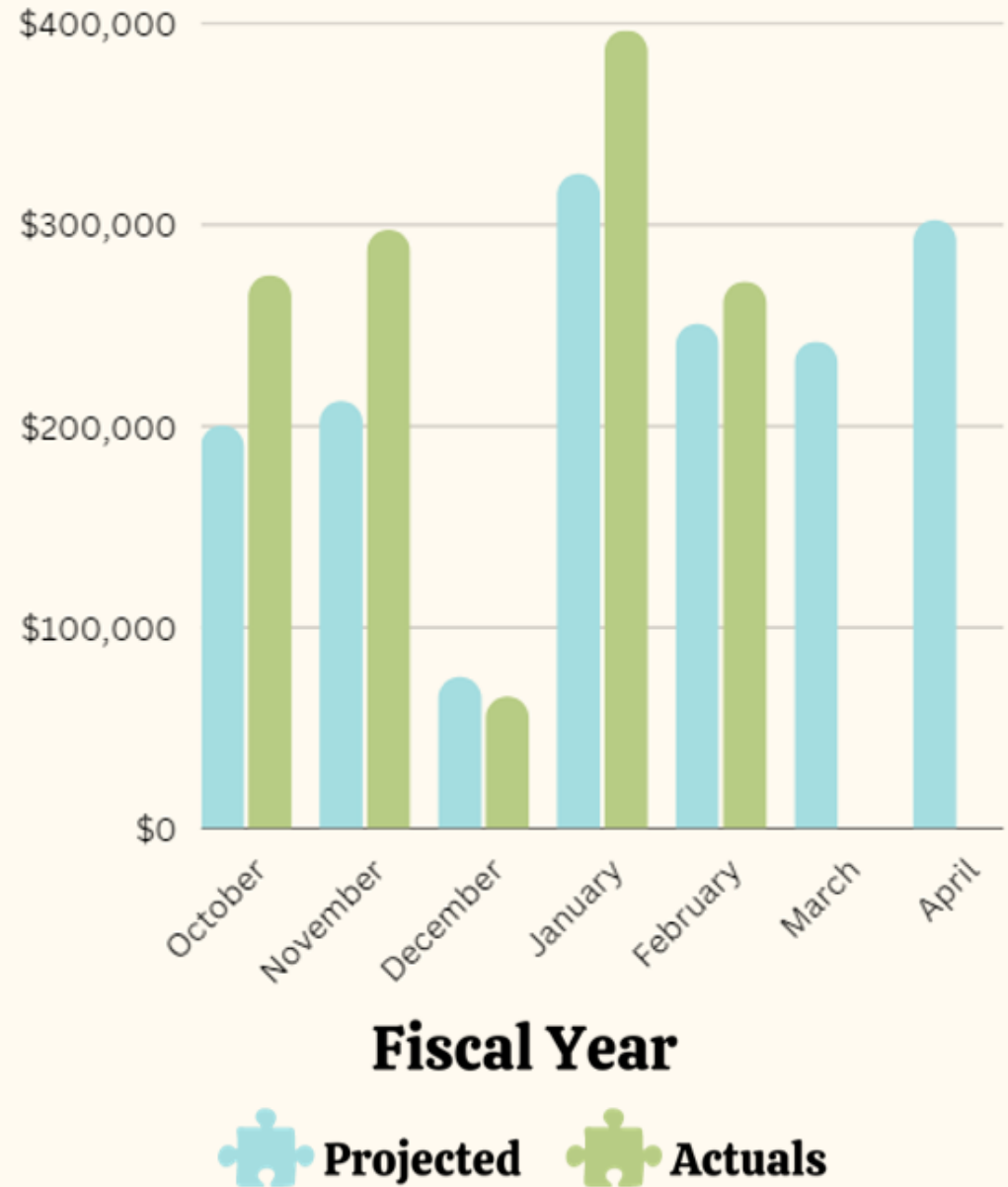
		Actual	Actual	Actual	Actual	Actual	Projected	Projected	Projected
Description		October	November	December	January	February	March	April	Total
1	Cash balance at beginning of period:	\$ -	\$471,580.10	\$665,950.65	\$ 601,660.71	\$ 746,475.99	\$1,121,232.57	\$1,155,148.05	\$4,762,048.07
	Receipts of cash:								
	Sales	\$274,545.36	\$297,030.41	\$ 70,353.95	\$ 273,505.96	\$ 596,795.34	\$ 205,128.31	\$ 297,700.00	\$2,015,059.33
	Receipts of accounts receivable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Loan proceeds	\$150,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150,000.00
	Sales tax received-7%	\$ 22,649.64	\$ 25,414.50	\$ 5,281.32	\$ 22,484.98	\$ 49,574.42	\$ 10,775.74	\$ 22,687.72	\$ 158,868.32
	Investor proceeds	\$ 40,000.00	\$ -	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -	\$ 60,000.00
2	Total receipts	\$487,195.00	\$322,444.91	\$ 95,635.27	\$ 295,990.94	\$ 646,369.76	\$ 215,904.05	\$ 320,387.72	\$2,383,927.65
3	Beginning balance + cash receipts	\$487,195.00	\$794,025.01	\$761,585.92	\$ 897,651.65	\$1,392,845.75	\$1,337,136.62	\$1,475,535.77	\$7,145,975.72
	Total payments	\$ 15,614.90	\$128,074.36	\$159,925.21	\$ 151,175.66	\$ 271,613.18	\$ 181,988.57	\$ 178,917.96	\$1,087,309.84
	Cash balance at end of period:	\$471,580.10	\$665,950.65	\$601,660.71	\$ 746,475.99	\$1,121,232.57	\$1,155,148.05	\$1,296,617.81	
	Net increase or decrease in cash	\$471,580.10	\$194,370.55	\$ (64,289.94)	\$ 144,815.28	\$ 374,756.58	\$ 33,915.48	\$ 141,469.76	\$1,296,617.81

Sales Projections

**\$1.7
Million**

*By the end of the fiscal year

Projected & Actual Sales



Company Bank Balance

Account: GoGather (Budget Checking) - 631032924

[Download account details \(Excel\)](#)

Period: from 09/01/2022 until 02/28/2023 Show

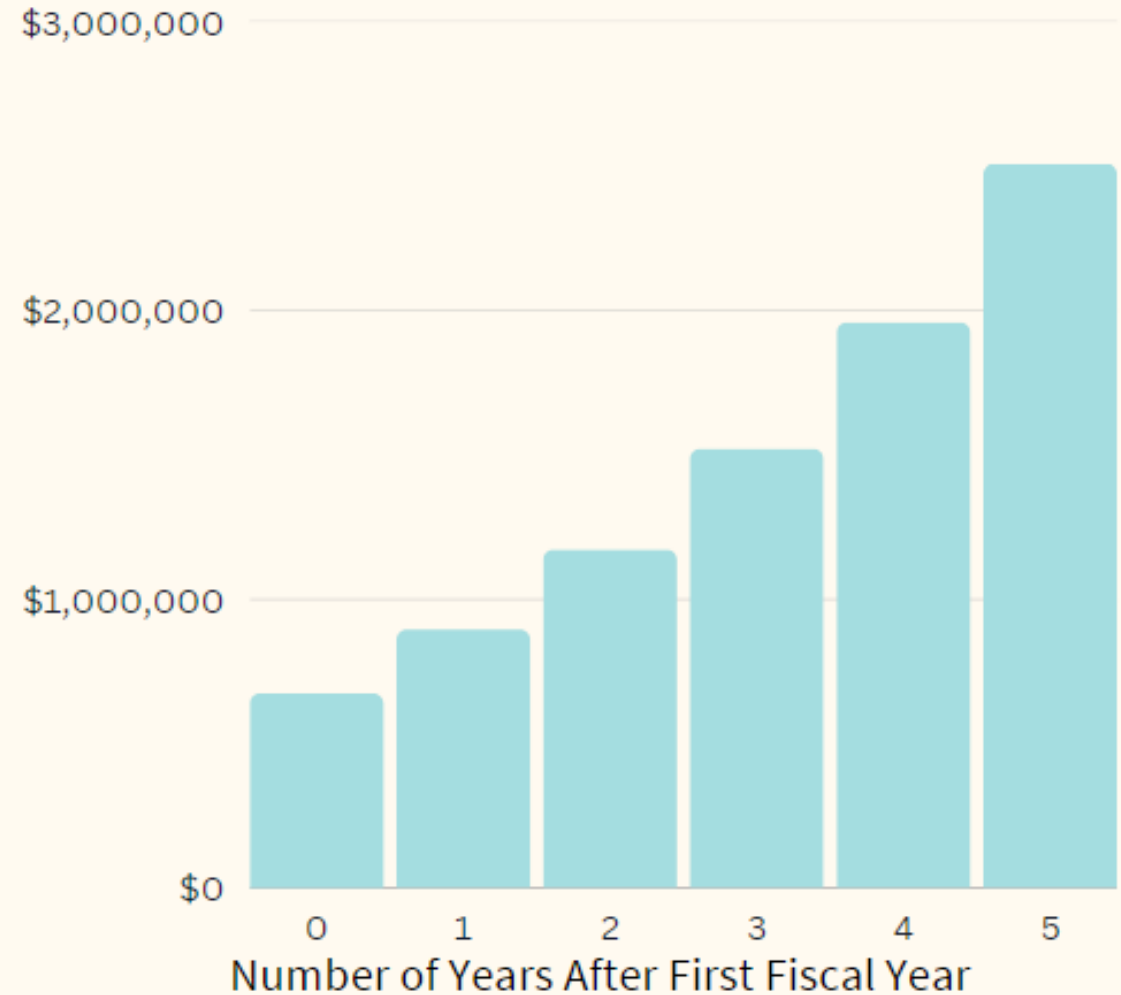
\$1,121,232.57


Date	Name/Description/Acct#	Ref#	Amount	Balance
Feb. 27, 2023	VE Sales Tax, New York, NY January Sales Tax Penalty Acct #630907099	6713643	-\$13,563.26	\$1,121,232.57
Feb. 27, 2023	VE Sales Tax, New York, NY January Sales Tax Acct #630907099	6713641	-\$22,484.98	\$1,134,795.83
Feb. 27, 2023	VE Payroll Tax, New York, NY January PR Taxes Acct #630907102	6713639	-\$24,676.34	\$1,157,280.81

Financial Conclusions



Long Term Profitability





Thank You
We are now open
to questions