Business Plan

C.4 Start-Up Budget

Required Exhibit

Start-Up Budget Form:

- **MS Excel spreadsheet is enclosed**

Start-Up Budget Assumptions:

START-UP REVENUE

- **Secured Funds - Founder Pledge of Funds ($20,000)**: Daniel and Eva Foster, founders of P.V. Montessori School, personally pledged $20,000 toward the start-up operations of the school for the use during the period Jan 2013-June 2013. The future charter school will be using the already secured facility rent-free during the start-up period. The amount of $20,000 in start-up funds is considered sufficient to cover all other start-up expenses of the new school until the first state equalization payment from the state is provided by Arizona Department of Education (ADE). A ***Verifiable Proof of Secured Funds*** is enclosed.

Administration, Instruction & Support (AIS) EXPENDITURES

- **Office Supplies (Paper, Postage, etc.) ($750)**: P.V. Montessori School will spend $750 for office supplies and initial Montessori materials during the start-up period.

- **SAIS Software ($7,000)**: P.V. Montessori School will purchase SAIS Software (exact brand TBD by Jan 2013) for approximately $7,000 in February 2013. At the time of the charter application submittal there are substantial amount of intents to enroll in the school (more than actual spaces are available in Year 1). The training of the school Administrator on student and academic accountability will start in Jan 2013 to ensure that charter student data is entered properly from start of operations during the start-up period (January 2013). This expenditure covers the start-up and first year of operations, with an additional $500 budget allocation in Year 1, should adjustments to the software program service are necessary.

Operations & Maintenance (O&M) EXPENDITURES

- **Supplies ($750)**: An additional $750 toward supplies related to operations and maintenance will be spent during the start-up period, with a focus on printing marketing and promotional print

materials, fliers, brochures, etc., that would be distributed from the school's office or nearby venues.

- ★ **Marketing/Advertising ($3,300)**: At the time of the charter application submittal there are substantial amount of intents to enroll in the future charter school (more than actual spaces are available in Year 1). Nonetheless, P.V. Montessori School has the awareness that public education is becoming increasingly competitive and the current popularity of our school requires a continuing effort to be sustained in the long run. The school will carry out a balanced and structured marketing campaign with a start-up budget of $3,300 for advertising and marketing of the school during the period Jan-June 2013. An additional $7,500 budget allocation for Year 1 will complement the funds and continue the efforts from the Start-Up Period.

- ★ **Office Technology Equipment ($1,650)**: The school office of P.V. Montessori School will be fully functional from the day its charter is approved and the charter contract signed. It will be equipped with a new desktop computer (Dell Computer quoted $950 for a desktop computer and MS Office software). On that computer we will also install the selected SAIS software. In addition, we have pre-negotiated the lease of a commercial copier/printer/scanner with a down payment during the start-up period of $700 and the balance paid after the school year and state equalization payments start (Aug 2013). This technology set up of the school's office is adequate and viable to cover all school office needs during the start up period.