

Friday Financial Report

Halcyon Creative Studio - Agency operations

Week ending Friday - Reporting cycle: weekly - Source: QuickBooks Online + Internal billing log

SAMPLE / PORTFOLIO PIECE - FICTIONAL COMPANY, FICTIONAL NUMBERS

Billing overview

Cash collected and invoiced this period

MONTH-TO-DATE BILLING	BILLED THIS WEEK	LIQUID CASH POSITION
\$352,818	\$89,473	\$401,247
▲ \$2,403 vs. prior month	▼ \$16,164 vs. last week	▲ \$16,418 week-over-week

Weekly billing comparison

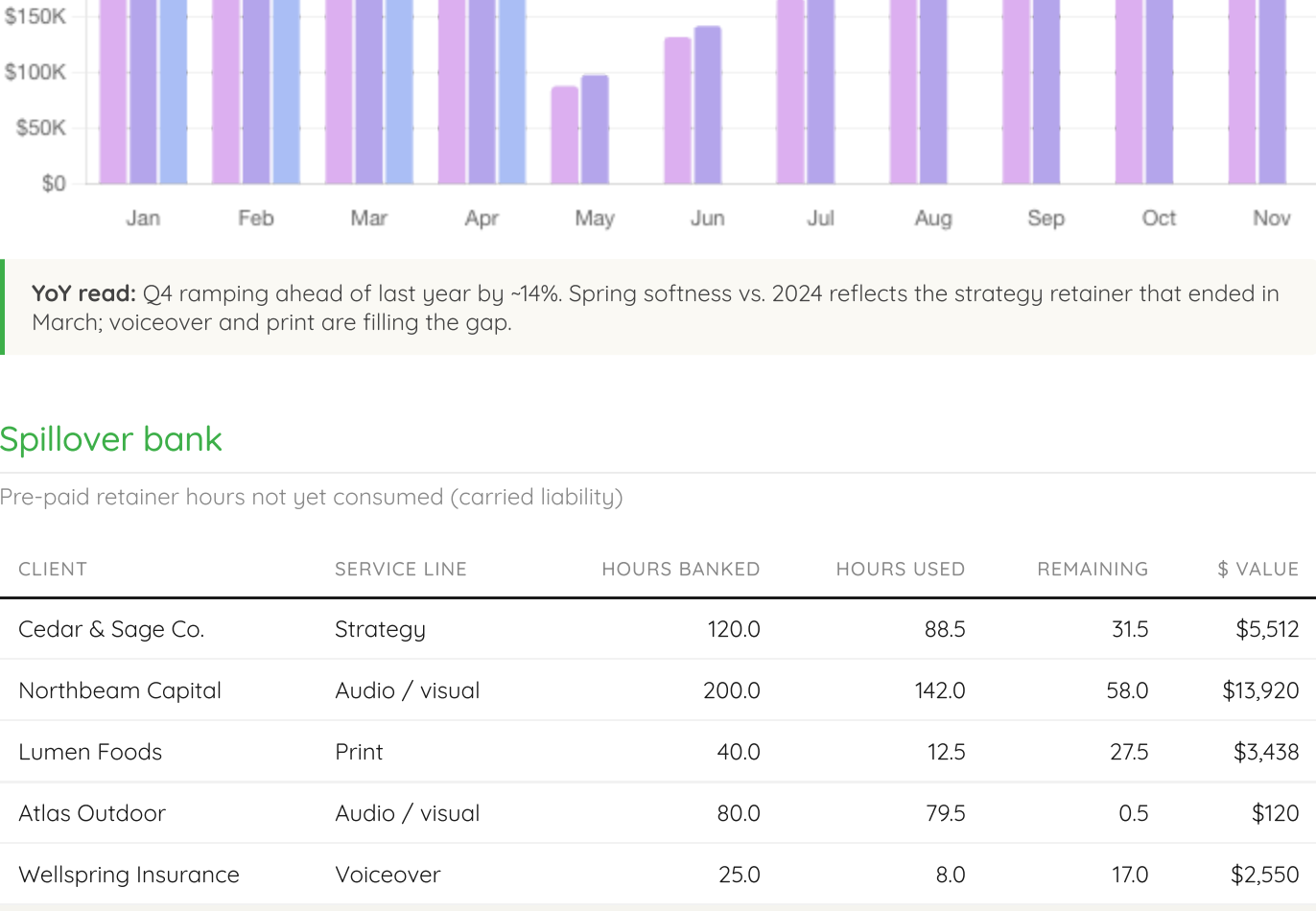
Current month vs. prior month, by week

WEEK	PRIOR MONTH	CURRENT MONTH	DELTA	% CHANGE
Week 1	\$321,065	\$149,959	▼ \$171,106	-53.3%
Week 2	\$6,850	\$2,849	▼ \$4,001	-58.4%
Week 3	\$22,500	\$110,537	▲ \$88,037	+391.3%
Week 4	—	\$89,473	▲ \$89,473	new
Week 5	—	—	—	—
Total month	\$350,415	\$352,818	▲ \$2,403	+0.7%

Read: Month finished essentially flat against prior month, but composition shifted dramatically — Week 1 was front-loaded last month (large client closeout); this month it spread across Weeks 3 & 4. Cash flow timing only.

Trailing 12 months — monthly billing

All revenue lines combined

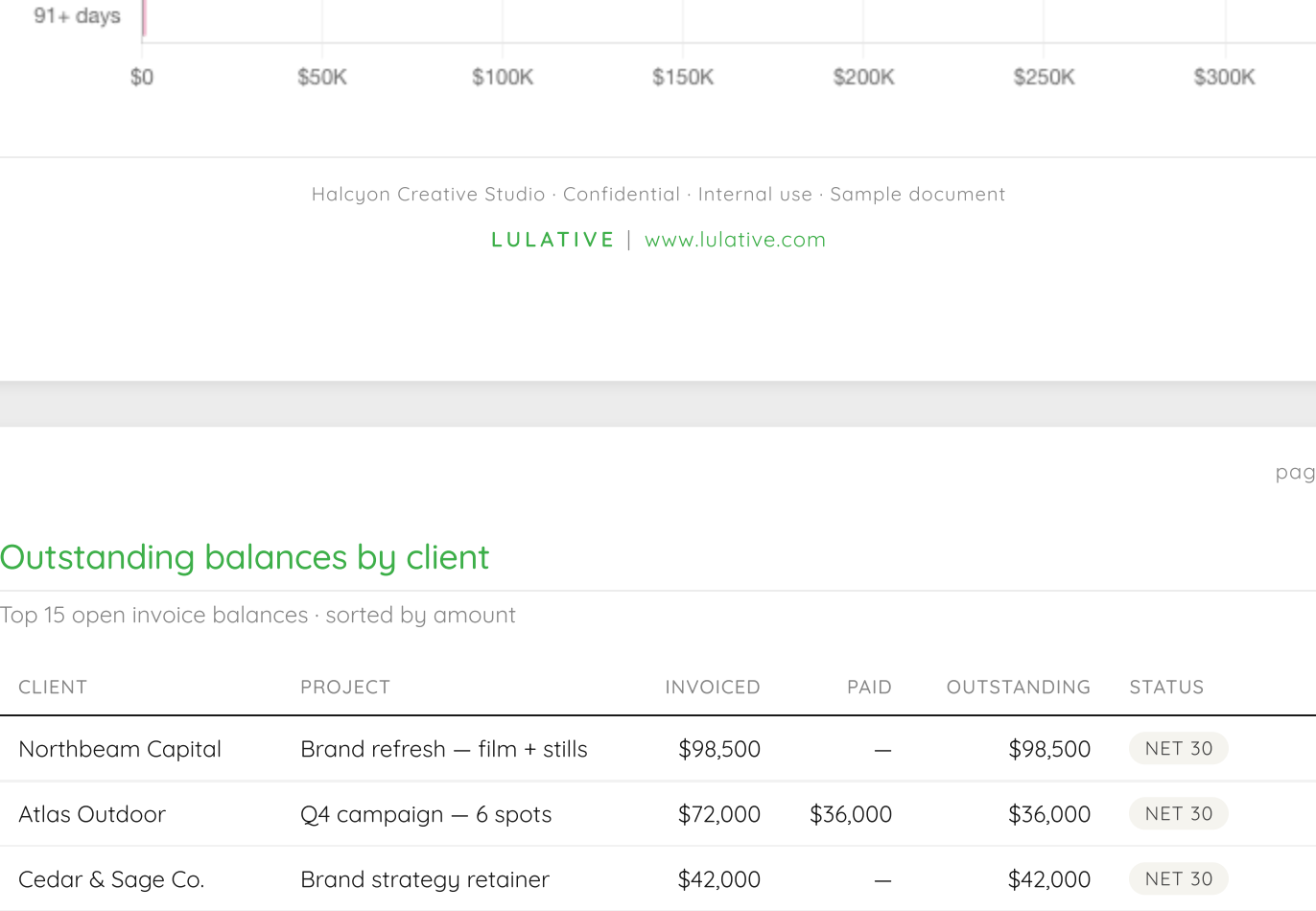


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Multi-year monthly billing comparison

Three years overlaid — same month, year over year



YoY read: Q4 ramping ahead of last year by ~14%. Spring softness vs. 2024 reflects the strategy retainer that ended in March; voiceover and print are filling the gap.

Spillover bank

Pre-paid retainer hours not yet consumed (carried liability)

CLIENT	SERVICE LINE	HOURS BANKED	HOURS USED	REMAINING	\$ VALUE
Cedar & Sage Co.	Strategy	120.0	88.5	31.5	\$5,512
Northbeam Capital	Audio / visual	200.0	142.0	58.0	\$13,920
Lumen Foods	Print	40.0	12.5	27.5	\$3,438
Atlas Outdoor	Audio / visual	80.0	79.5	0.5	\$1,520
Wellspring Insurance	Voiceover	25.0	8.0	17.0	\$2,550
Total spillover liability		465.0	330.5	134.5	\$25,540

Action: Atlas Outdoor at 0.5 remaining — flag PM to scope renewal before next deliverable. Cedar & Sage at 31.5 hrs is healthy through Q1.

Accounts receivable — aging

Outstanding invoices by age bucket

NOT OVERDUE	1-30 DAYS	31-60 DAYS	61-90 DAYS	91+ DAYS
\$319,440	\$113,780	\$26,540	\$20,150	\$1,200
66.4% of total	23.7% of total	5.5% of total	4.2% of total	0.2% of total

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Outstanding balances by client

Top 15 open invoice balances - sorted by amount

CLIENT	PROJECT	INVOICED	PAID	OUTSTANDING	STATUS
Northbeam Capital	Brand refresh — film + stills	\$98,500	—	\$98,500	NET 30
Atlas Outdoor	Q4 campaign — 6 spots	\$72,000	\$36,000	\$36,000	NET 30
Cedar & Sage Co.	Brand strategy retainer	\$42,000	—	\$42,000	NET 30
Lumen Foods	Packaging system rollout	\$33,750	\$15,000	\$18,750	NET 30
Vantage Health	Recruitment film	\$28,400	—	\$28,400	NET 30 - 12D
Hollow Pine Inn	Promo reel + stills	\$24,500	\$10,000	\$14,500	NET 30
Marigold Press	Editorial photography	\$22,000	—	\$22,000	NET 15
Wellspring Insurance	Voiceover library	\$18,750	\$6,250	\$12,500	NET 30
Bramble & Co.	Holiday campaign	\$16,200	—	\$16,200	NET 30 - 36D
Highwater Records	Music video — 2 cuts	\$14,500	\$7,250	\$7,250	NET 30
Coastline Bank	Annual report video	\$12,800	\$6,400	\$6,400	NET 30 - 47D
Reverie Studios	Pitch sizzle	\$10,500	—	\$10,500	NET 30
Inkwell Co.	Print collateral	\$8,900	—	\$8,900	NET 15
Brightline Energy	Sustainability report	\$6,200	\$3,100	\$3,100	NET 30
Saltwater Studio	Voiceover series	\$4,000	\$2,800	\$1,200	91+ D
Top 15 outstanding				\$326,200	
All other clients (43 invoices)				\$154,910	
Total accounts receivable				\$481,110	

Cash position

All operating accounts as of report date

ACCOUNT	INSTITUTION	BALANCE	Δ VS. LAST WEEK
Operating checking	First Republic Pacific	\$268,420	▲ \$14,180
Payroll account	First Republic Pacific	\$48,750	▼ \$3,200
Tax reserve	First Republic Pacific	\$62,000	▲ \$5,000
Money market (operating reserve)	Vanguard MM	\$22,077	▲ \$438
Total liquid cash		\$401,247	▲ \$16,418

Runway: Current cash covers ~3.4 months of fixed operating expenses without any new billing. Healthy position.

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Breakdown of expenses

Month-to-date — by category

CATEGORY	MTD	PRIOR MONTH	Δ	% OF REVENUE
Payroll & contractors	\$148,200	\$152,400	▼ \$4,200	42.0%
Production costs (gear rental, locations, talent)	\$38,750	\$31,200	▲ \$7,550	11.0%
Subcontractor fees (post, color, sound)	\$22,400	\$18,900	▲ \$3,500	6.4%
Software & subscriptions	\$4,820	\$4,650	▲ \$170	1.4%
Office & studio rent	\$6,800	\$6,800	—	1.9%
Insurance	\$2,150	\$2,150	—	0.6%
Travel & meals	\$3,420	\$1,860	▲ \$1,560	1.0%
Professional services (legal, CPA)	\$2,800	\$1,500	▲ \$1,300	0.8%
Marketing & business development	\$1,940	\$2,210	▼ \$270	0.5%
Bank & merchant fees	\$890	\$920	▼ \$30	0.3%
Misc / other	\$1,180	\$840	▲ \$340	0.3%
Total expenses	\$233,350	\$223,430	▲ \$9,920	66.1%

Profit summary

GROSS PROFIT (MTD)	GROSS MARGIN	YTD PROFIT
\$119,468	33.9%	\$1,148,920
▲ \$17,517 vs. prior month	▲ 2.0 pts vs. prior month	▲ 11.4% vs. YTD prior year

Owner's draws

Distribution log — calendar year-to-date

DATE	RECIPIENT	TYPE	AMOUNT	YTD RUNNING
2026-01-15	R. Halcyon	Quarterly draw	\$45,000	\$45,000
2026-02-28	R. Halcyon	Bonus draw	\$12,000	\$57,000
2026-04-15	R. Halcyon	Quarterly draw	\$48,000	\$105,000
2026-04-22	R. Halcyon	Tax estimate (Q1 fed)	\$18,500	\$130,500
Total YTD draws + tax estimates			\$130,500	

Runway check: YTD draws are 114% of YTD revenue (\$130,500). Healthy ratio. Q2 quarterly draw schedulable on/around 2026-07-15.

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Monthly billing by service line

Year-to-date - split by core offering



SERVICE LINE	MTD	YTD	% OF YTD	YOY CHANGE
Audio / visual	\$298,420	\$1,162,840	82.5%	▲ 14.2%
Print	\$28,200	\$117,500	8.3%	▲ 6.8%
Strategy	\$15,000	\$84,000	6.0%	▼ 22.1%
Voiceover	\$11,198	\$45,580	3.2%	▲ 38.5%
Total	\$352,818	\$1,409,920	100.0%	▲ 9.8%

This month's billing — invoice log

All invoices issued - current calendar month

DATE	CLIENT	PROJECT	SERVICE	AMOUNT
2026-04-02	Northbeam Capital	Brand refresh — Phase 1	A/V	\$58,500
2026-04-04	Atlas Outdoor	Q4 campaign — Kickoff fee	A/V	\$36,000
2026-04-08	Cedar & Sage Co.	Strategy retainer — April	Strategy	\$15,000
2026-04-09	Lumen Foods	Packaging — Phase 2	Print	\$18,750
2026-04-11	Hollow Pine Inn	Promo reel — final	A/V	\$14,500
2026-04-14	Bramble & Co.	Holiday campaign — May issue	A/V	\$16,200
2026-04-17	Marigold Press	Editorial report — VO issue	A/V	\$22,000
2026-04-19	Wellspring Insurance	VO library — batch 3	Voiceover	\$12,500
2026-04-22	Vantage Health	Recruitment film — kickoff	A/V	\$28,400
2026-04-23	Inkwell Co.	Print collateral — set 4	Print	\$8,900
2026-04-24	Reverie Studios	Pitch sizzle	A/V	\$10,500
2026-04-25	Highwater Records	Music video — Cut 2	A/V	\$7,250
2026-04-26	Coastline Bank	Annual report — final pass	A/V	\$6,400
2026-04-27	Brightline Energy	Sustainability report	A/V	\$3,100
2026-04-28	Saltwater Studio	VO series — wrap	Voiceover	\$1,200
2026-04-28	22 smaller clients	Various	Mixed	\$93,618
Total Invoiced this month				\$552,818

Billing by company / subsidiary

Halcyon group entities

ENTITY	FUNCTION	MTD	YTD	% OF GROUP
Halcyon Creative Studio LLC	Primary agency	\$298,420	\$1,162,840	82.5%
Halcyon Print Co.	Print & packaging	\$28,200	\$117,500	8.3%
Halcyon Strategy Group	Brand strategy retainers	\$15,000	\$84,000	6.0%
Halcyon Voice Lab	Voiceover & sound	\$11,198	\$45,580	3.2%
Group total		\$352,818	\$1,409,920	100.0%

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Per-employee ROI dashboard

Billable hours, revenue generated, multiplier on fully-loaded cost

TEAM MEMBER	ROLE	BILLABLE HRS (YTD)	REVENUE GENERATED	LOADED COST	MULTIPLIER	STATUS
R. Halcyon	Founder - Creative Director	486	\$162,400	\$58,200	2.79x	HEALTHY
M. Avery	Sr. Director / Photography	812	\$248,800	\$84,000	2.96x	HEALTHY
J. Castellano	Producer - A/V	920	\$214,650	\$78,400	2.74x	HEALTHY
D. Sark	Editor / Colorist	680	\$132,400	\$62,400	2.12x	HEALTHY
S. Beaumont	Strategy Lead	418	\$84,000	\$56,800	1.48x	MONITOR
L. Romero	Print Designer	540	\$117,500	\$48,200	2.44x	HEALTHY
K. Tanaka	Voiceover Producer	312	\$45,580	\$28,400	1.60x	MONITOR
P. Okazaki	Junior Editor	740	\$22,200	\$42,800	2.25x	HEALTHY
N. Greene	Studio Manager	120	\$96,000	\$48,400	0.46x	OVERHEAD
Team totals		5,028	\$1,123,930	\$507,600	2.21x	

Read: Strategy lead and VO producer are below 2.0x multiplier — both have headroom in pipeline (see spillover bank). Studio manager is true overhead (intentional, not billable). Team multiplier 2.21x is well above the 1.8x threshold for sustainable margin.

Project revenue archive

All projects billed YTD - sorted by amount - 60 of 113 shown

#	PROJECT	CLIENT	SERVICE	BILLED
1	Brand refresh — film + stills	Northbeam Capital	A/V	\$98,500
2	Q4 campaign — 6 spots	Atlas Outdoor	A/V	\$72,000
3	Strategy retainer Q1	Cedar & Sage Co.	Strategy	\$45,000
4	Recruitment film series	Vantage Health	A/V	\$42,400
5	Packaging system rollout	Lumen Foods	Print	\$33,750
6	Holiday campaign	Bramble & Co.	A/V	\$28,400
7	Promo reel + stills	Hollow Pine Inn	A/V	\$24,500
8	Editorial photography	Marigold Press	A/V	\$22,000
9	Voiceover library — Phase 1	Wellspring Insurance	Voiceover	\$18,750
10	Music video — 2 cuts	Highwater Records	A/V	\$14,500
11	Annual report video	Coastline Bank	A/V	\$12,800
12	Pitch sizzle reel	Reverie Studios	A/V	\$10,500
13	Print collateral — set 4	Inkwell Co.	Print	\$8,900
14	Sustainability report video	Brightline Energy	A/V	\$8,200
15	Voiceover — narrative series	Saltwater Studio	Voiceover	\$6,800
16	Catalog photography	Driftwood Apparel	A/V	\$22,400
17	Recipe video series	Lumen Foods	A/V	\$18,200
18	Trade show booth design	Northbeam Capital	Print	\$16,500
19	Investor presentation	Coastline Bank	Strategy	\$14,000
20	Documentary short	Cedar & Sage Co.	A/V	\$13,500
21	Recruitment landing page	Vantage Health	A/V	\$12,800
22	Brand video — anthem	Atlas Outdoor	A/V	\$11,200
23	Annual catalog print	Driftwood Apparel	Print	\$10,800
24	Wedding film	Hollow Pine Inn	A/V	\$9,400
25	Brand voice guide	Marigold Press	Strategy	\$9,200
26	Product launch reel	Lumen Foods	A/V	\$8,800
27	Print campaign — fall	Cedar & Sage Co.	Print	\$8,400
28	Voiceover — animation	Reverie Studios	Voiceover	\$8,200
29	Founder interview series	Brightline Energy	A/V	\$7,800
30	Conference highlight reel	Vantage Health	A/V	\$7,400
31	Recruiting print kit	Northbeam Capital	Print	\$7,200
32	Brand identity refresh	Bramble & Co.	Strategy	\$6,800
33	Behind-the-scenes mini-doc	Highwater Records	A/V	\$6,400
34	Editorial print run	Marigold Press	Print	\$6,200
35	Voiceover — eLearning	Wellspring Insurance	Voiceover	\$6,000
36	Founder portrait set	Cedar & Sage Co.	A/V	\$5,800
37	Product photography	Driftwood Apparel	A/V	\$5,600
38	Field documentary — segment 1	Atlas Outdoor	A/V	\$5,400
39	Print catalog — winter	Lumen Foods	Print	\$5,200
40				