

STATUS

4th quarter 2022

Costs were roughly:

Print books:	15.644 euro
material and packing	1.000
Travels and residence	500
PR	1.500
Postage costs	600
Total	19.244

Benefits were roughly:

Sales books:	4.089
Contribution book by Afonso	1.411
Sales postage costs	500
Total	6.000

Loans:

	Freek invested	creditor Freek	total open to Freek
End Q3 2022	10.000	4.000	14.000
end Q4 2022	18.550	10.541	29.091

UPDATE

5 titles were available by end 2022:

#1 - Can you feel it?

costs reprint + a bit of design fee roughly 8500, paid by Freek

#4 - We Are All Now

costs print roughly 3000, paid by Freek

#7 - An Atlas of Agendas

costs refurbishing roughly 2.000 euro, paid by Freek

#11 - Who can afford to be critical?

costs print split by Freek and Afonso

#13 - 50 anniversaries

costs refurbishing circa 200 euro

I went to three book fairs to introduce Set Margins', in Manchester, Paris and Zurich.

Many new titles were proposed, some were rejected, others were impossible to continue because of lack of resources, others are in process.

Freek got a grant to support professionalising through Stimuleringsfonds, allowing to pay for some advisors and to pay for his hours for this work. This supports extra ground while starting.

Set Margins' got a loan at 1% interest through Cultuur + Ondernemen of 29.000 euro. This loan is received early January 2023 and is reserved for the production of a new website scheduled to be released in February, and some prints of forthcoming titles.

Freek also has the backing of a max of 15.000 euro of reserves to invest from within his family.

PLAN

In the first quarter 2023, Set Margins' can open up business with distributors, and can release titles with relations brought along via Onomatopee.

Sales will rise by February 2023

Overall, the calculation is that by the third quarter 2023, the business will be stable.

Meanwhile, Freek will install a foundation for a small project space alongside the eenmanszaak (business) of the publishing branch. Hopefully this is up and running around June 2023.

These are the objectives for 2023.