


Website	https://www.en.anastasianikolaeva.com/	LinkedIn	https://www.linkedin.com/in/anastasia-	<small>© Anastasia Nikolaeva (en.anastasianikolaeva.com), All Rights Reserved</small>
----------------	---	-----------------	---	---



This financial model template is licensed to the Partner that purchased it through anastasianikolaeva.com. You may duplicate and modify this template within your secure workspace and use it while delivering advisory, consulting or educational services to your own clients. Redistribution or resale of the file—whether in full or in part—is strictly prohibited without written consent.

If you want to recommend my templates to your colleagues, partners, and friends, please share the link to the website or my contacts:

<https://www.en.anastasianikolaeva.com/>
 E-mail: anastasianikolaeva9083@gmail.com
 WhatsApp: +56975626537

Financial Model "SaaS"

Important:

The sample numbers included in this template are provided only to demonstrate how the model's calculations and logic work. They are not intended as professional advice, financial benchmarks, or forecasts for your specific startup. You must replace all sample data with figures that accurately reflect your company's unique situation and assumptions. Neither the creator of this template nor any associated parties shall be held responsible for decisions made based on these example inputs.

This template is designed for forecasting the revenues and expenses of a company selling digital solutions using the 'SaaS' and 'Subscription' model. You can model revenue assumptions through plans with different prices, with monthly and annual billing. The model includes five most common for a SaaS product acquisition channels.

This financial model allows you to predict the breakeven point, estimate the amount of necessary investments through the rounds, calculate the unit economics and plan investor relationship.

The model automatically calculates forecasts for your business in the 'Monthly forecast,' 'P&L | Cash Flow | Balance', 'Unit Economics' tabs and visualizes them in 'Charts', 'For Pitchdeck' based on data entered on the 'Settings,' 'Roadmap,' 'Payroll,' 'Projections' tabs. You can plan the investment rounds and capitalization dynamics in the tabs 'Dashboard' and 'Cap Table' and see how it influence dividends, ROI and exit scenarios in tabs 'Dividends' and 'ROI'.

Instructions

1000	The fields where data should be entered are highlighted in blue font.
2000	The fields where calculations are performed based on formulas are highlighted in black font.
Incorporation	In the drop-down lists, parameter lists are specified, the selection of which affects the calculations in the model.
"Settings" Tab	This tab sets the general parameters of the business. Based on the specified tax rates here, the profit tax is calculated in the 'P&L Cash Flow Balance' tab and the payroll tax in the 'Payroll' tab.
"Roadmap" Tab	In this tab, events of the business roadmap that will impact the dynamics of the company's revenues and expenses are listed. Here, you need to enumerate such events and specify their planned dates. Dates can be set by indicating how many months after the investment is attracted the event will occur. The events listed in this tab appear in the drop-down lists on the 'Payroll' and 'Projections' tabs. This allows you to link the occurrence of new expenses or revenues and the hiring of specific employees to events in your roadmap. Depending on the selected event, dates are automatically populated in the 'Payroll' and 'Projections' tabs, starting from when individual revenues and expenses occur, and in the 'Monthly Forecast' tab, these data begin to be taken into account from the relevant month.

"Payroll" Tab	In this tab, all positions of hired employees necessary for your business, their salaries, events triggering their hiring, and the dynamics of salary increases are entered. Here, you need to enter job titles, salary amounts, choose an event from the business roadmap that triggers the hiring, and specify the planned percentage of annual salary increase. The total employee costs, including taxes, are calculated based on the rate specified in 'Settings,' and the hiring dates are populated from 'Roadmap' based on the selected event.
"Projections" Tab	In this tab, input data is entered to generate all revenue and expense streams. All revenue and expense items are listed here, with their values, start dates, frequency, and methods for calculating dynamics specified. The beginning of various revenue and expense items is associated with events on the business roadmap, and the generation of revenue depends on direct expenses leading to sales. Based on the values entered here, the forecast is generated in the 'Monthly forecast' tab.
"Monthly Forecast" Tab	In this tab, a detailed financial forecast for the business is generated on a monthly basis. All calculations are based on the data entered in the 'Settings,' 'Roadmap,' 'Payroll,' 'Projections' tabs using specified formulas. No input is required in this tab.
"Unit Economics" Tab	In this tab, a calculation is being generated for the unit economics separately for each monetization option. The Product's Lifetime Value (LTV), Customer Acquisition Cost (CAC), and the ratio of LTV to CAC are being calculated.
"P&L Cash Flow Balance" Tab	In this tab, financial statements, including P&L (Profit and Loss), Cash Flow, and Balance Sheet, are generated on a monthly basis. All calculations are based on the data in the 'Monthly forecast' tab using specified formulas. No input is required in this tab.
"Dashboard" Tab	This tab summarizes key investor information, including how forecasted customers and revenue align with market size, acquisition channels, revenue streams, unit economics, capital requirements by round, and valuations by round.
"Cap Table" Tab	In this tab, information about all shareholders of the company is entered, including investments raised in rounds, the planned valuation of the company, and the calculation of each participant's share dynamics across rounds.
"Dividends" Tab	In this tab, accrued dividends are calculated annually for all shareholders of the company based on the forecasted net profit according to the shares specified on the "Cap Table" tab and dividends policy.
"ROI" Tab	In this tab, the assumed exit scenario from the company is described (for example, the sale of the company as a strategic acquisition), the planned selling price of the company is set, and the anticipated year of the deal is specified. The income of each shareholder of the company is calculated assuming the sale of all shares, the amount of invested capital, and the ROI upon exit.
"For Pitchdeck" Tab	In this tab, a table is generated depicting the dynamics of revenue, operating profit (EBITDA), and net profit over the years, accompanied by charts for concise visualization. The table and chart from this tab can be copied onto the financial information slide of your project's pitch deck for presentation to investors and partners.
"Data for Charts" Tab	This auxiliary tab simplifies the creation of charts for the 'Charts' tab. Moving data that requires visualization to a separate tab helps avoid errors and makes the model more understandable for both the project team and external partners (such as investors). All data is calculated based on formulas from other tabs. If necessary, you can also include other metrics here for which you want to create additional charts for your business.
"Charts" Tab	This tab is for visualizing key business metrics. Here, you can conveniently view the breakeven point, the amount of necessary investments, the dynamics and structure of revenues and expenses, and other key business metrics. The charts are generated based on the auxiliary tab 'Data for Charts.'

GENERAL SETTINGS

Company name	Company XXX
Currency	USD
Country of incorporation	
Income tax rate	5%
Payroll tax rate	0%
Cash in bank at start	\$0

ROADMAP**Growth driving events**

	Type	Date	Months after first round
Incorporation	incorporation	01.01.25	
Round 1 money transfer	fundraising	01.02.25	
Product launch	new product	01.04.25	2
New region	new region	01.08.25	6
New feature	new feature	01.10.25	8
Round 2 money transfer	fundraising	01.02.26	12
Event 7	new feature	01.02.27	24
Round 3 money transfer	fundraising	01.02.27	24
Event 9		not set	0
Event 10		not set	0

Company XXX		Currency USD						
PAYROLL								
Comments	Monthly salary	Payroll taxes	Monthly cost to company	Annual salary	Start event in the roadmap	Hire date	Annual salary increase	
Administrative								
CEO	\$5 000	0%	\$5 000	\$60 000	Round 1 money transfer	01.02.2025	0%	
CFO	\$5 000	0%	\$5 000	\$60 000	Round 2 money transfer	01.02.2026	0%	
COO	\$5 000	0%	\$5 000	\$60 000	Round 3 money transfer	01.02.2027	0%	
Operations manager	\$0	0%	\$0	\$0		not set, choose the event	0%	
Office manager	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 6	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 7	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 8	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 9	\$0	0%	\$0	\$0		not set, choose the event	0%	
IT								
CTO	\$5 000	0%	\$5 000	\$60 000	Round 1 money transfer	01.02.2025	0%	
Developer frontend	\$4 000	0%	\$4 000	\$48 000	Round 1 money transfer	01.02.2025	0%	
Developer backend	\$4 000	0%	\$4 000	\$48 000	Round 1 money transfer	01.02.2025	0%	
Developer fullstack	\$4 000	0%	\$4 000	\$48 000	Round 2 money transfer	01.02.2026	0%	
UX designer	\$4 000	0%	\$4 000	\$48 000	Round 2 money transfer	01.02.2026	0%	
Product manager	\$4 000	0%	\$4 000	\$48 000	Round 3 money transfer	01.02.2027	0%	
Employee 7	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 8	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 9	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 10	\$0	0%	\$0	\$0		not set, choose the event	0%	
Marketing								
Marketing manager 1	\$3 000	0%	\$3 000	\$36 000	Round 1 money transfer	01.02.2025	4%	
Marketing manager 2	\$3 000	0%	\$3 000	\$36 000	Round 2 money transfer	01.02.2026	0%	
Marketing manager 3	\$3 000	0%	\$3 000	\$36 000	Round 3 money transfer	01.02.2027	0%	
Head of Marketing	\$4 000	0%	\$4 000	\$48 000	Round 3 money transfer	01.02.2027	0%	
Employee 5	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 6	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 7	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 8	\$0	0%	\$0	\$0		not set, choose the event	0%	
Sales								
Sales Development Representative (SDR)	\$1 000	0%	\$1 000	\$12 000	Product launch	01.04.2025	2%	
Account Executive (AE)	\$1 500	0%	\$1 500	\$18 000	Product launch	01.04.2025	2%	
Customer Success Manager (CSM)	\$2 000	0%	\$2 000	\$24 000	Round 2 money transfer	01.02.2026	2%	
Head of Sales	\$3 000	0%	\$3 000	\$36 000	Round 2 money transfer	01.02.2026	2%	
Partner Manager	\$1 500	0%	\$1 500	\$18 000	Product launch	01.04.2025	2%	
Employee in Sales	\$0	0%	\$0	\$0		not set, choose the event	2%	
Employee in Sales	\$0	0%	\$0	\$0		not set, choose the event	2%	
Customer Support								
Customer support manager (technical)	\$1 000	0%	\$1 000	\$12 000	Round 2 money transfer	01.02.2026	2%	
Employee 2	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 3	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 4	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 5	\$0	0%	\$0	\$0		not set, choose the event	0%	
Employee 6	\$0	0%	\$0	\$0		not set, choose the event	0%	

Company XXX Currency USD

Page links: ACQUISITION COGS SG&A CAPEX

START

MODEL START 01.01.2025

BUSINESS MODEL: SUBSCRIPTION

Pricing	Monthly Price	Monthly Churn Rate	Annual Discount	Annual Price	Annual Churn Rate	Plan Mix %	Billing Mix %	Start event in the roadmap	Date
	<i>List price before discount</i>	<i>Avg % of monthly subscribers that cancel each month</i>			<i>Avg % of annual subscribers that cancel each year</i>	<i>Share of new customers choosing this tier</i>	<i>% of new customers on this tier who pay annually</i>		
Plan 1	\$50	5%	20%	\$480	25%	65%	15%	Product launch	01.04.2025
Plan 2	\$100	6%	20%	\$960	25%	30%	10%	New region	01.08.2025
Plan 3	\$200	8%	20%	\$1 920	30%	5%	10%	New feature	01.10.2025
						100%			

ACQUISITION

CHANNEL 1: Organic Search (SEO)

Start event in the roadmap		
Product launch	01.04.2025	
Organic traffic		
Traffic first month	100	
Monthly increase	10%	
Maximum traffic	10 000	
Conversion rates		
Traffic → Self-Service Trials	0,10%	<i>If you don't offer a trial, this becomes Traffic → Purchase conversion.</i>
Traffic → Lead Conversion	3,00%	

CHANNEL 2: Paid Direct Marketing

Budget	Budget at start	Start event in the roadmap	Date	Event in the roadmap to increase budget	Date	Additional budget	Event in the roadmap to increase budget	Date	Additional budget	Event in the roadmap to increase budget	Date	Additional budget
Paid traffic marketing budget per month	\$2 000	Product launch	01.04.2025	New region	01.08.2025	\$2 000	Round 2 money transfer	01.02.2026	\$3 000	Round 3 money transfer	01.02.2027	\$3 000

Traffic		
CPC (Cost per click)	\$4,00	
Monthly decrease of Expected CPC	5%	
Minimum Expected CPC	\$2,50	
Conversion rates		
Traffic → Self-Service Trials	0,50%	<i>If you don't offer a trial, this becomes Traffic → Purchase conversion.</i>
Traffic → Lead Conversion	10,00%	

CHANNEL 3: Affiliate program

partners put your link in front of their audience (common in B2C or SMB)

Start event in the roadmap		
Product launch	01.04.2025	
Partners		
Number of partners first month	3	
Monthly increase	5%	
Maximum number of partners	100	
Traffic		
Average monthly traffic from one partner	30	
Conversion rates		
Traffic → Self-Service Trials	0,20%	<i>If you don't offer a trial, this becomes Traffic → Purchase conversion.</i>
Traffic → Lead Conversion	7,00%	
Reward		

Company XXX Currency USD

Page links:

ACQUISITION	COGS	SG&A	CAPEX
-------------	------	------	-------

Affiliate Commission - Percentage of first payment 30%

CHANNEL 4: Partners

partners filter prospects (common in B2B SaaS with agencies, MSPs, or consultants)

Start event in the roadmap	
Product launch	01.04.2025
Partners	
Number of partners first month	1
Monthly increase	5%
Maximum number of partners	50
Leads	
Average monthly leads from one partner	5
Reward	
Partners Commission - Percentage of recurring revenue	10%

CHANNEL 5: Outbound Sales (Cold Outreach)

automated cold outreach by emails, calls and messages

Start event in the roadmap	
Product launch	01.04.2025
Cold Outreach	
Cold Outreach (Number of Contacts) per month at start	1 000
Monthly increase	5%
Maximum cold outreach per month	10 000
Response	
Response rate	3%

the model assumes usage of automative tools for first cold contact, don't forget to add these tools to opex (section software)

response = lead for this channel

SELF-SERVICE SALES

This block lets you set the free-trial conversion rate and trial length for self-service users. If you don't offer a trial, enter 100% and 0 months.

Trial convesion

Trial → Sale Conversion Rate	50%	<i>Percentage of self-service trials that convert to paying customers. Use 100% if your product has no trial period.</i>
Trial period, months	1	<i>Length of the free trial. Enter 0 for trials shorter than ~14 days (conversion is assumed to occur in the same month).</i>

LEAD TO SALE CONVERSION

SDR (Sales Development Representative) queue handles every lead from all inbound/outbound channels, tags the source, and books meetings for AEs (Account Executive). This model uses a simple two-role (SDR → AE) structure, augmented by automation, commonly used at early-stage SaaS.

Leads Qualification		
Lead → SQL Rate (demo booking / meeting / trial)	20%	<i>Depending on your sales motion, this is the % of raw leads that become a qualified lead (SQL) by booking a demo, scheduling a first meeting, or starting a free trial.</i>
Monthly Leads per SDR (Sales Development Representative)	300	<i>Maximum number of raw leads one SDR can qualify and convert to SQLs (meetings / trial sign-ups) each month.</i>
Closed Deals		
SQL → Sale Conversion Rate	30%	<i>Percentage of SQLs (trials / demos / meetings) that convert to paying customers.</i>
Sales cycle (months)	2	<i>Average time from first meeting, demo, or trial start to closed-won. For a 14-day trial you can leave this as 1 month; for longer trials, set it to trial length + negotiation time. Enterprise B2B cycles are often 2-6 months.</i>
Monthly SQL per AE (Account Executive)	30	<i>Number of SQLs one Account Executive can manage each month while maintaining the target close rate.</i>

RETENTION

with the growth it makes sense to add CSMS (Customer Success Manager) to keep retention high and Customer Support Technical Managers to help subscribers with technical issues

Active Subscribers per CSM (Customer Success Manager)	500
Active Subscribers per TSM (Technical Support Manager)	1 000

Company XXX Currency USD

Page links: ACQUISITION COGS SG&A CAPEX

COGS

Payments processing 1%
 Hosting costs per subscriber per month \$2

SG&A

MARKETING

Direct Response Marketing Campains *already planned in acquisition through paid channels section*

Referral Rewards *already planned in acquisition through affiliate and referral channels sections*

Brand Awareness Marketing & Other Marketing Expenses

Expense Name	Base Budget	Payment Frequency (Months)	Start event in the roadmap	Start Month	Increase Type	Increase Value	Increase Frequency (Months)	Maximum Budget
		<i>"1" means that you have this expense every month, "3" - every 3 months, "12" - annually etc.</i>			<i>you can add the percentage or the flat amount</i>			<i>A cap if you want to stop increases at some point</i>
SEO optimization	\$500	1	Product launch	01.04.2025	%	10 %	6	\$3 000
Influencers	\$500	1	New region	01.08.2025	flat	100 \$	3	\$2 000
Events organization	\$5 000	12	New feature	01.10.2025	flat	2000 \$	12	\$10 000
Events participation	\$0	1		not set, choose the event			1	
Expense 5	\$0	1		not set, choose the event			1	
Expense 6	\$0	1		not set, choose the event			1	
Expense 7	\$0	1		not set, choose the event			1	
Expense 8	\$0	1		not set, choose the event			1	
Expense 9	\$0	1		not set, choose the event			1	
Expense 10	\$0	1		not set, choose the event			1	

SOFTWARE

Expense Name	Base Budget	Payment Frequency (Months)	Start event in the roadmap	Start Month	Increase Type	Increase Value	Increase Frequency (Months)	Maximum Budget
		<i>"1" means that you have this expense every month, "3" - every 3 months, "12" - annually etc.</i>			<i>you can add the percentage or the flat amount</i>			<i>A cap if you want to stop increases at some point</i>
Cold Outreach Automative Tools	\$200	1	Product launch	01.04.2025	flat	50 \$	6	\$500
SEO Tools	\$100	1	Product launch	01.04.2025	%	10 %	3	\$300
Communication & Team Chat Tools	\$0	12		not set, choose the event			12	
Marketing & Email Automation	\$0	1		not set, choose the event			1	
Project Management Tools	\$0	1		not set, choose the event			1	
Social Media Management Tools	\$0	1		not set, choose the event			1	
Design Tools	\$0	1		not set, choose the event			1	
Analytics & Reporting Tools	\$0	1		not set, choose the event			1	
Accounting & Finance Tools	\$0	1		not set, choose the event			1	
CRM	\$0	1		not set, choose the event			1	
Expense 11	\$0	1		not set, choose the event			1	
Expense 12	\$0	1		not set, choose the event			1	
Expense 13	\$0	1		not set, choose the event			1	
Expense 14	\$0	1		not set, choose the event			1	
Expense 15	\$0	1		not set, choose the event			1	

PROFESSIONAL SERVICES

Expense Name	Base Budget	Payment Frequency (Months)	Start event in the roadmap	Start Month	Increase Type	Increase Value	Increase Frequency (Months)	Maximum Budget
--------------	-------------	----------------------------	----------------------------	-------------	---------------	----------------	-----------------------------	----------------

Company XXX Currency USD

Page links: ACQUISITION COGS SG&A CAPEX

		<i>"1" means that you have this expense every month, "3" - every 3 months, "12" - annually etc.</i>			<i>you can add the percentage or the flat amount</i>		<i>A cap if you want to stop increases at some point</i>
Accounting	\$500	1	Product launch	01.04.2025	%	10 %	12 \$2 000
Financial Consulting	\$1 000	1	New region	01.08.2025	%	10 %	12 \$3 000
Legal support	\$300	1	Round 2 money transfer	01.02.2026	%	10 %	12 \$2 000
HR agency	\$500	1	New region	01.08.2025	flat	200 \$	3 \$3 000
Staff Training & Education	\$3 000	6	Round 2 money transfer	01.02.2026	flat	1000 \$	6 \$5 000
IT services	\$1 500	1			not set, choose the event	15 %	12 \$5 000
Expense 7	\$0	1			not set, choose the event		1
Expense 8	\$0	1			not set, choose the event		1
Expense 9	\$0	1			not set, choose the event		1
Expense 10	\$0	1			not set, choose the event		1

ADMINISTRATIVE

Expense Name	Base Budget	Payment Frequency (Months)	Start event in the roadmap	Start Month	Increase Type	Increase Value	Increase Frequency (Months)	Maximum Budget
		<i>"1" means that you have this expense every month, "3" - every 3 months, "12" - annually etc.</i>			<i>you can add the percentage or the flat amount</i>			<i>A cap if you want to stop increases at some point</i>
Office Rent	\$2 000	1	Product launch	01.04.2025	%	10 %	12	\$5 000
Utilities	\$500	1	New region	01.08.2025	%	10 %	12	\$2 000
Expense 3	\$0	1			not set, choose the event	%	1	
Expense 4	\$0	1			not set, choose the event	flat	1	
Expense 5	\$0	1			not set, choose the event	flat	1	
Expense 6	\$0	1			not set, choose the event		1	
Expense 7	\$0	1			not set, choose the event		1	
Expense 8	\$0	1			not set, choose the event		1	
Expense 9	\$0	1			not set, choose the event		1	
Expense 10	\$0	1			not set, choose the event		1	

OTHER ADMINISTRATIVE & GENERAL EXPENSES

Expense Name	Base Budget	Payment Frequency (Months)	Start event in the roadmap	Start Month	Increase Type	Increase Value	Increase Frequency (Months)	Maximum Budget
		<i>"1" means that you have this expense every month, "3" - every 3 months, "12" - annually etc.</i>			<i>you can add the percentage or the flat amount</i>			<i>A cap if you want to stop increases at some point</i>
Bank account fees	\$100	1	Product launch	01.04.2025	%	10 %	12	
Domain	\$100	12	Product launch	01.04.2025	flat	15 \$	12	
Expense 3	\$0	1			not set, choose the event		12	
Expense 4	\$0	1			not set, choose the event		12	
Expense 5	\$0	1			not set, choose the event		12	
Expense 6	\$0	1			not set, choose the event		12	
Expense 7	\$0	1			not set, choose the event		12	
Expense 8	\$0	1			not set, choose the event		12	
Expense 9	\$0	1			not set, choose the event		12	
Expense 10	\$0	1			not set, choose the event		12	

ONE-TIME STARTUP COSTS

One-Time Cost Item	Amount	Event in the roadmap	Month
Incorporation	\$500	Incorporation	01.01.2025
Lawyer fees for drafting contracts, service agreemer	\$1 000	Incorporation	01.01.2025
Branding	\$1 000	Round 1 money transfer	01.02.2025
Website Design	\$2 000	Round 1 money transfer	01.02.2025
Expense 5	\$0	not set, choose the event	
Expense 6	\$0	not set, choose the event	
Expense 7	\$0	not set, choose the event	
Expense 8	\$0	not set, choose the event	

Company XXX Currency USD

Page links:	ACQUISITION	COGS	SG&A	CAPEX
Expense 9	\$0		not set, choose the event	
Expense 10	\$0		not set, choose the event	
Expense 11	\$0		not set, choose the event	
Expense 12	\$0		not set, choose the event	
Expense 13	\$0		not set, choose the event	
Expense 14	\$0		not set, choose the event	
Expense 15	\$0		not set, choose the event	

CAPEX

The model automatically estimates new computer purchases for new employees

	Price per computer	Time for assets to depreciate (in months)		
	\$2 000	24		
	Price	Time for assets to depreciate (in months)	Start event in the roadmap	Date
Asset 1	\$0	0		not set, choose the event
Asset 2	\$0	0		not set, choose the event
Asset 3	\$0	0		not set, choose the event
Asset 4	\$0	0		not set, choose the event
Asset 5	\$0	0		not set, choose the event

Company XXX Currency USD

Page links: ACQUISITION REVENUE COGS SG&A CAPEX

Month	Expense category	12-2024	1-2025	2-2025	3-2025	4-2025	5-2025	6-2025	7-2025	8-2025	9-2025	10-2025	11-2025	12-2025
-------	------------------	---------	--------	--------	--------	--------	--------	--------	--------	--------	--------	---------	---------	---------

ACQUISITION

CHANNEL 1: Organic Search (SEO)

Traffic	0	0	0	100	110	121	133	146	161	177	195	214
Self-serve Trials	0	0	0	0	0	0	0	0	0	0	0	0
Leads	0	0	0	3	3	4	4	4	5	5	6	6

CHANNEL 2: Paid Direct Marketing

CPC	\$0,00	\$0,00	\$0,00	\$4,00	\$3,80	\$3,61	\$3,43	\$3,26	\$3,10	\$2,94	\$2,79	\$2,65
Traffic	0	0	0	500	526	554	583	1 228	1 292	1 360	1 432	1 507
Self-serve Trials	0	0	0	3	3	3	3	6	6	7	7	8
Leads	0	0	0	50	53	55	58	123	129	136	143	151

CHANNEL 3: Affiliate program

Partners	0	0	0	3	3	3	3	4	4	4	4	4
Traffic	0	0	0	90	95	99	104	109	115	121	127	133
Self-serve Trials	0	0	0	0	0	0	0	0	0	0	0	0
Leads	0	0	0	6	7	7	7	8	8	8	9	9

CHANNEL 4: Partners

Partners	0	0	0	1	1	1	1	1	1	1	1	1
Leads	0	0	0	5	5	6	6	6	6	7	7	7

CHANNEL 5: Outbound Sales (Cold Outreach)

Cold outreach	0	0	0	1 000	1 050	1 103	1 158	1 216	1 276	1 340	1 407	1 477
Positive responses = Leads	0	0	0	30	32	33	35	36	38	40	42	44

SELF-SERVICE

Total trials	0	0	0	3	3	3	3	6	6	7	7	8
New paying clients	0	0	0	0	2	2	2	2	3	3	4	4

SALES FUNNEL

Total leads	0	0	0	94	100	105	110	177	186	196	207	217
Qualified Leads (demos / trials)	0	0	0	19	20	21	22	35	37	39	41	43
Closed deals (new clients)	0	0	0	0	0	6	6	6	7	11	11	12

New clients from self-service	0	0	0	0	2	2	2	2	3	3	4	4
New clients from sales funnel	0	0	0	0	0	6	6	6	7	11	11	12
Total new clients	0	0	0	0	2	8	8	8	10	14	15	16

Company XXX Currency USD

Page links: ACQUISITION REVENUE COGS SG&A CAPEX

Month	Expense category	12-2024	1-2025	2-2025	3-2025	4-2025	5-2025	6-2025	7-2025	8-2025	9-2025	10-2025	11-2025	12-2025
-------	------------------	---------	--------	--------	--------	--------	--------	--------	--------	--------	--------	---------	---------	---------

NEW CLIENTS BY ACQUISITION CHANNEL

CHANNEL 1: Organic Search (SEO)		0	0	0	0	0	0	0	0	0	0	0	0	0
CHANNEL 2: Paid Direct Marketing		0	0	0	3	3	6	6	9	9	14	15	16	
CHANNEL 3: Affiliate program		0	0	0	0	0	0	0	0	0	0	0	0	
CHANNEL 4: Partners		0	0	0	0	0	0	0	0	0	0	0	0	
CHANNEL 5: Outbound Sales (Cold Outreach)		0	0	0	0	0	2	2	2	2	2	2	2	

REVENUE

NEW CLIENTS DISTRIBUTION *the model splits new clients through only active revenue plans, calculating the correct percentage split even before all the plans are active*

Plan 1		0,00%	0,00%	0,00%	100,00%	100,00%	100,00%	100,00%	68,42%	68,42%	65,00%	65,00%	65,00%
Plan 2		0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	31,58%	31,58%	30,00%	30,00%	30,00%
Plan 3		0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	5,00%	5,00%	5,00%

Plan 1

Monthly Billing

New subscribers		0	0	0	0	2	7	7	5	6	8	8	9
Monthly churn rate		0	0	0	5%	5%	5%	5%	5%	5%	5%	5%	5%
Lost subscribers		0	0	0	0	0	0	0	1	1	1	2	2
Subscribers - End of the period		0	0	0	0	2	9	16	20	25	32	38	45
MRR from monthly billing		\$0	\$0	\$0	\$0	\$100	\$450	\$800	\$1 000	\$1 250	\$1 600	\$1 900	\$2 250

Annual Billing

New subscribers		0	0	0	0	0	1	1	1	1	1	1	2
Annual churn rate		0	0	0	25%	25%	25%	25%	25%	25%	25%	25%	25%
Renewals		0	0	0	0	0	0	0	0	0	0	0	0
Lost subscribers		0	0	0	0	0	0	0	0	0	0	0	0
Subscribers - End of the period		0	0	0	0	0	1	2	3	4	5	6	8
MRR from annual billing		\$0	\$0	\$0	\$0	\$0	\$40	\$80	\$120	\$160	\$200	\$240	\$320

Annual payments from new subscribers		\$0	\$0	\$0	\$0	\$0	\$480	\$480	\$480	\$480	\$480	\$480	\$960
Annual payments from renewals		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Annual Payments		\$0	\$0	\$0	\$0	\$0	\$480	\$480	\$480	\$480	\$480	\$480	\$960

Subscribers Plan 1		0	0	0	0	2	10	18	23	29	37	44	53
MRR Plan 1		\$0	\$0	\$0	\$0	\$100	\$490	\$880	\$1 120	\$1 410	\$1 800	\$2 140	\$2 570

Plan 2

Monthly Billing

New subscribers		0	0	0	0	2	7	7	5	6	8	9	9
-----------------	--	---	---	---	---	---	---	---	---	---	---	---	---

Company XXX Currency USD

Page links: ACQUISITION REVENUE COGS SG&A CAPEX

Month	Expense category	12-2024	1-2025	2-2025	3-2025	4-2025	5-2025	6-2025	7-2025	8-2025	9-2025	10-2025	11-2025	12-2025
-------	------------------	---------	--------	--------	--------	--------	--------	--------	--------	--------	--------	---------	---------	---------

Monthly churn rate			0	0	0	0	0	0	0	6%	6%	6%	6%	6%
Lost subscribers			0	0	0	0	0	0	0	1	1	2	2	2
Subscribers - End of the period			0	0	0	0	2	9	16	20	25	31	38	45
MRR from monthly billing			\$0	\$0	\$0	\$0	\$200	\$900	\$1 600	\$2 000	\$2 500	\$3 100	\$3 800	\$4 500

Annual Billing

New subscribers			0	0	0	0	0	1	1	1	1	1	1	1
Annual churn rate			0	0	0	0	0	0	0	25%	25%	25%	25%	25%
Renewals			0	0	0	0	0	0	0	0	0	0	0	0
Lost subscribers			0	0	0	0	0	0	0	0	0	0	0	0
Subscribers - End of the period			0	0	0	0	0	1	2	3	4	5	6	7
MRR from annual billing			\$0	\$0	\$0	\$0	\$0	\$80	\$160	\$240	\$320	\$400	\$480	\$560
Annual payments from new subscribers			\$0	\$0	\$0	\$0	\$0	\$960	\$960	\$960	\$960	\$960	\$960	\$960
Annual payments from renewals			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Annual Payments			\$0	\$0	\$0	\$0	\$0	\$960	\$960	\$960	\$960	\$960	\$960	\$960

Subscribers Plan 2			0	0	0	0	2	10	18	23	29	36	44	52
MRR Plan 2			\$0	\$0	\$0	\$0	\$200	\$980	\$1 760	\$2 240	\$2 820	\$3 500	\$4 280	\$5 060

Plan 3

Monthly Billing

New subscribers			0	0	0	0	2	7	7	5	6	8	9	9
Monthly churn rate			0	0	0	0	0	0	0	0	0	8%	8%	8%
Lost subscribers			0	0	0	0	0	0	0	0	0	2	3	3
Subscribers - End of the period			0	0	0	0	2	9	16	21	27	33	39	45
MRR from monthly billing			\$0	\$0	\$0	\$0	\$400	\$1 800	\$3 200	\$4 200	\$5 400	\$6 600	\$7 800	\$9 000

Annual Billing

New subscribers			0	0	0	0	0	1	1	1	1	1	1	1
Annual churn rate			0	0	0	0	0	0	0	0	0	30%	30%	30%
Renewals			0	0	0	0	0	0	0	0	0	0	0	0
Lost subscribers			0	0	0	0	0	0	0	0	0	0	0	0
Subscribers - End of the period			0	0	0	0	0	1	2	3	4	5	6	7
MRR from annual billing			\$0	\$0	\$0	\$0	\$0	\$160	\$320	\$480	\$640	\$800	\$960	\$1 120
Annual payments from new subscribers			\$0	\$0	\$0	\$0	\$0	\$1 920	\$1 920	\$1 920	\$1 920	\$1 920	\$1 920	\$1 920
Annual payments from renewals			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Annual Payments			\$0	\$0	\$0	\$0	\$0	\$1 920	\$1 920	\$1 920	\$1 920	\$1 920	\$1 920	\$1 920

Subscribers Plan 3			0	0	0	0	2	10	18	24	31	38	45	52
MRR Plan 3			\$0	\$0	\$0	\$0	\$400	\$1 960	\$3 520	\$4 680	\$6 040	\$7 400	\$8 760	\$10 120

Company XXX Currency USD

Page links: [P&L](#) [Cash Flow](#) [Balance](#)

Month	12-2024	1-2025	2-2025	3-2025	4-2025	5-2025	6-2025	7-2025	8-2025	9-2025	10-2025	11-2025	12-2025	1-2026
-------	---------	--------	--------	--------	--------	--------	--------	--------	--------	--------	---------	---------	---------	--------

P&L

REVENUE		\$0	\$0	\$0	\$0	\$700	\$3 430	\$6 160	\$8 040	\$10 270	\$12 700	\$15 180	\$17 750	\$20 020
Plan 1		\$0	\$0	\$0	\$0	\$100	\$490	\$880	\$1 120	\$1 410	\$1 800	\$2 140	\$2 570	\$3 000
Plan 2		\$0	\$0	\$0	\$0	\$200	\$980	\$1 760	\$2 240	\$2 820	\$3 500	\$4 280	\$5 060	\$5 740
Plan 3		\$0	\$0	\$0	\$0	\$400	\$1 960	\$3 520	\$4 680	\$6 040	\$7 400	\$8 760	\$10 120	\$11 280
COGS		\$0	\$0	\$0	\$0	\$19	\$125	\$198	\$246	\$303	\$369	\$435	\$510	\$573
Gross profit	\$0	\$0	\$0	\$0	\$0	\$681	\$3 305	\$5 962	\$7 794	\$9 967	\$12 331	\$14 745	\$17 240	\$19 447
<i>Gross margin</i>	<i>0,00%</i>	<i>0,00%</i>	<i>0,00%</i>	<i>0,00%</i>	<i>0,00%</i>	<i>97,29%</i>	<i>96,35%</i>	<i>96,79%</i>	<i>96,95%</i>	<i>97,05%</i>	<i>97,10%</i>	<i>97,14%</i>	<i>97,13%</i>	<i>97,14%</i>
SG&A		\$1 500	\$24 000	\$21 000	\$30 500	\$30 400	\$30 400	\$30 410	\$36 410	\$36 410	\$41 521	\$36 821	\$36 821	\$36 883
EBITDA	\$0	-\$1 500	-\$24 000	-\$21 000	-\$30 500	-\$29 719	-\$27 095	-\$24 448	-\$28 616	-\$26 443	-\$29 190	-\$22 076	-\$19 581	-\$17 436
<i>EBITDA, %</i>	<i>0,00%</i>	<i>0,00%</i>	<i>0,00%</i>	<i>0,00%</i>	<i>0,00%</i>	<i>-4245,57%</i>	<i>-789,94%</i>	<i>-396,88%</i>	<i>-355,92%</i>	<i>-257,48%</i>	<i>-229,84%</i>	<i>-145,43%</i>	<i>-110,31%</i>	<i>-87,09%</i>
Depreciation		\$0	\$417	\$417	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667
Interest														
Tax base	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tax fee, %	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Net income	\$0	-\$1 500	-\$24 417	-\$21 417	-\$31 167	-\$30 386	-\$27 762	-\$25 114	-\$29 282	-\$27 110	-\$29 856	-\$22 742	-\$20 248	-\$18 103
<i>Net margin</i>	<i>0,00%</i>	<i>0,00%</i>	<i>0,00%</i>	<i>0,00%</i>	<i>0,00%</i>	<i>-4340,81%</i>	<i>-809,38%</i>	<i>-407,70%</i>	<i>-364,21%</i>	<i>-263,97%</i>	<i>-235,09%</i>	<i>-149,82%</i>	<i>-114,07%</i>	<i>-90,42%</i>

CASH FLOW

Cash at the beginning of month	\$0	\$0	-\$1 500	\$543 390	\$522 390	\$485 890	\$456 171	\$432 156	\$410 509	\$384 413	\$360 210	\$332 980	\$312 585	\$294 844
Fundraising		\$0	\$578 890	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash flow from Operations	\$0	-\$1 500	-\$24 000	-\$21 000	-\$30 500	-\$29 719	-\$24 015	-\$21 648	-\$26 096	-\$24 203	-\$27 230	-\$20 396	-\$17 741	-\$15 916
Cash flow from Investing	\$0	\$0	-\$10 000	\$0	-\$6 000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash flow from Financing														
Dividends		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash at the end of month	\$0	-\$1 500	\$543 390	\$522 390	\$485 890	\$456 171	\$432 156	\$410 509	\$384 413	\$360 210	\$332 980	\$312 585	\$294 844	\$278 928

Company XXX		Currency USD												
Month	1-2025	2-2025	3-2025	4-2025	5-2025	6-2025	7-2025	8-2025	9-2025	10-2025	11-2025	12-2025	1-2026	
LTV														
Plan 1														
Monthly Billing														
Subscription price per month	\$0	\$0	\$0	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	
ARPPU	\$0	\$0	\$0	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	
Monthly Churn	0	0	0	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
LT (lifetime) in months	0,0	0,0	0,0	20,0	20,0	20,0	20,0	20,0	20,0	20,0	20,0	20,0	20,0	
LTV Plan 1 (Monthly Billing)	\$0,00	\$0,00	\$0,00	\$1 000,00	\$1 000,00	\$1 000,00	\$1 000,00	\$1 000,00	\$1 000,00	\$1 000,00	\$1 000,00	\$1 000,00	\$1 000,00	
Annual Billing														
Subscription price per year	\$0	\$0	\$0	\$480	\$480	\$480	\$480	\$480	\$480	\$480	\$480	\$480	\$480	
Monthly ARPPU	\$0	\$0	\$0	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	
Annual Churn	0	0	0	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	
LT (lifetime) in years	0,0	0,0	0,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	
LTV Plan 1 (Annual Billing)	\$0,00	\$0,00	\$0,00	\$1 920,00	\$1 920,00	\$1 920,00	\$1 920,00	\$1 920,00	\$1 920,00	\$1 920,00	\$1 920,00	\$1 920,00	\$1 920,00	
LTV Plan 1	\$0,00	\$0,00	\$0,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 138,00	
Plan 2														
Monthly Billing														
Subscription price per month	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$100	\$100	\$100	\$100	\$100	\$100	
ARPPU	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$100	\$100	\$100	\$100	\$100	\$100	
Monthly Churn	0	0	0	0	0	0	0	6%	6%	6%	6%	6%	6%	
LT (lifetime) in months	0,0	0,0	0,0	0,0	0,0	0,0	0,0	16,7	16,7	16,7	16,7	16,7	16,7	
LTV Plan 2 (Monthly Billing)	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$1 666,67	\$1 666,67	\$1 666,67	\$1 666,67	\$1 666,67	\$1 666,67	
Annual Billing														
Subscription price per year	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$960	\$960	\$960	\$960	\$960	\$960	
Monthly ARPPU	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$80	\$80	\$80	\$80	\$80	\$80	
Annual Churn	0	0	0	0	0	0	0	25%	25%	25%	25%	25%	25%	
LT (lifetime) in years	0,0	0,0	0,0	0,0	0,0	0,0	0,0	4,0	4,0	4,0	4,0	4,0	4,0	
LTV Plan 2 (Annual Billing)	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$3 840,00	\$3 840,00	\$3 840,00	\$3 840,00	\$3 840,00	\$3 840,00	
LTV Plan 2	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$1 884,00	\$1 884,00	\$1 884,00	\$1 884,00	\$1 884,00	\$1 884,00	
Plan 3														
Monthly Billing														
Subscription price per month	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$200	\$200	\$200	\$200	
ARPPU	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$200	\$200	\$200	\$200	
Monthly Churn	0	0	0	0	0	0	0	0	0	8%	8%	8%	8%	

Company XXX													
Currency USD													
Month	1-2025	2-2025	3-2025	4-2025	5-2025	6-2025	7-2025	8-2025	9-2025	10-2025	11-2025	12-2025	1-2026
LT (lifetime) in months	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	12,5	12,5	12,5	12,5
LTV Plan 3 (Monthly Billing)	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$2 500,00	\$2 500,00	\$2 500,00	\$2 500,00
Annual Billing													
Subscription price per year	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1 920	\$1 920	\$1 920	\$1 920
Monthly ARPPU	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$160	\$160	\$160	\$160
Annual Churn	0	0	0	0	0	0	0	0	0	30%	30%	30%	30%
LT (lifetime) in years	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	3,3	3,3	3,3	3,3
LTV Plan 3 (Annual Billing)	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$6 400,00	\$6 400,00	\$6 400,00	\$6 400,00
LTV Plan 3	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$2 890,00	\$2 890,00	\$2 890,00	\$2 890,00
BLENDED LTV	\$0,00	\$0,00	\$0,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 373,58	\$1 373,58	\$1 449,40	\$1 449,40	\$1 449,40	\$1 449,40
CAC													
CHANNEL 1: Organic Search (SEO)													
SEO optimisation and tools	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales Team	\$0	\$0	\$0	\$0	\$1 250	\$313	\$313	\$500	\$400	\$286	\$267	\$250	\$250
CAC	\$0	\$0	\$0	\$0	\$1 250	\$313	\$313	\$500	\$400	\$286	\$267	\$250	\$250
LTV/CAC	0,00	0,00	0,00	0,00	0,91	3,64	3,64	2,75	3,43	5,07	5,44	5,80	5,80
CHANNEL 2: Paid Direct Marketing													
Paid Marketing	\$0	\$0	\$0	\$667	\$667	\$333	\$333	\$444	\$444	\$286	\$267	\$250	\$235
Sales Team	\$0	\$0	\$0	\$0	\$1 250	\$313	\$313	\$500	\$400	\$286	\$267	\$250	\$250
CAC	\$0	\$0	\$0	\$667	\$1 917	\$646	\$646	\$944	\$844	\$571	\$533	\$500	\$485
LTV/CAC	0,00	0,00	0,00	1,71	0,59	1,76	1,76	1,45	1,63	2,54	2,72	2,90	2,99
CHANNEL 3: Affiliate program													
Affiliate Fee	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$50
Sales Team	\$0	\$0	\$0	\$0	\$1 250	\$313	\$313	\$500	\$400	\$286	\$267	\$250	\$250
CAC	\$0	\$0	\$0	\$0	\$1 250	\$313	\$313	\$500	\$400	\$286	\$267	\$250	\$300
LTV/CAC	0,00	0,00	0,00	0,00	0,91	3,64	3,64	2,75	3,43	5,07	5,44	5,80	4,83
CHANNEL 4: Partners													
Lifetime Partner Fee	\$0	\$0	\$0	\$114	\$114	\$114	\$114	\$137	\$137	\$145	\$145	\$145	\$145
LTV after partner fee	\$0,00	\$0,00	\$0,00	\$1 024,20	\$1 024,20	\$1 024,20	\$1 024,20	\$1 236,22	\$1 236,22	\$1 304,46	\$1 304,46	\$1 304,46	\$1 304,46
Sales Team	\$0	\$0	\$0	\$0	\$1 250	\$313	\$313	\$500	\$400	\$286	\$267	\$250	\$250
CAC	\$0	\$0	\$0	\$0	\$1 250	\$313	\$313	\$500	\$400	\$286	\$267	\$250	\$250
LTV/CAC	0,00	0,00	0,00	0,00	0,91	3,64	3,64	2,75	3,43	5,07	5,44	5,80	5,80

Company XXX													Currency USD	
Month	1-2025	2-2025	3-2025	4-2025	5-2025	6-2025	7-2025	8-2025	9-2025	10-2025	11-2025	12-2025	1-2026	
CHANNEL 5: Outbound Sales (Cold Outreach)														
Cold Outreach Automative Tools	\$0	\$0	\$0	\$0	\$0	\$100	\$100	\$100	\$100	\$125	\$125	\$125	\$83	
Sales Team	\$0	\$0	\$0	\$0	\$1 250	\$313	\$313	\$500	\$400	\$286	\$267	\$250	\$250	
CAC	\$0	\$0	\$0	\$0	\$1 250	\$413	\$413	\$600	\$500	\$411	\$392	\$375	\$333	
LTV/CAC	0,00	0,00	0,00	0,00	0,91	2,76	2,76	2,29	2,75	3,53	3,70	3,87	4,35	
BLENDED LTV	\$0,00	\$0,00	\$0,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 138,00	\$1 373,58	\$1 373,58	\$1 449,40	\$1 449,40	\$1 449,40	\$1 449,40	
BLENDED CAC	\$0,00	\$0,00	\$0,00	\$0,00	\$2 650,00	\$662,50	\$663,75	\$1 101,25	\$881,00	\$637,21	\$594,73	\$557,56	\$561,43	
BLENDED LTV/CAC	0,00	0,00	0,00	0,00	0,43	1,72	1,71	1,25	1,56	2,27	2,44	2,60	2,58	

Company XXX	REVENUE FORECAST	CAPITAL REQUIRED	VALUATION	Currency USD
	ACQUISITION CHANNELS	ROUND 1	ROUND 1	
	REVENUE STREAMS	ROUND 2	ROUND 2	
	UNIT ECONOMICS	ROUND 3	ROUND 3	

REVENUE FORECAST

	2025	2026	2027	2028	2029
Subscribers	157	571	1 063	1 569	2 238
ARR	\$74 230	\$491 270	\$1 076 320	\$1 701 420	\$2 447 950
EBITDA	-\$284 167	-\$307 949	-\$66 495	\$414 402	\$1 019 743
<i>EBITDA, %</i>	-382,82%	-62,68%	-6,18%	24,36%	41,66%

Why we plan to achieve these MAU and revenue?

MARKET SIZE

TAM	SAM	% of SAM to capture in 5 years	SOM 5 years
<i>Total Addressable Market in terms of people</i>	<i>the segment you can realistically serve (e.g., specific regions, target demographics)</i>	<i>the actual share of that SAM you plan to capture by Year 5</i>	<i>should match your Subscribers forecast for Year 5</i>
1 000 000	90 000	3%	2 700

Our target market is big enough

How we plan to achieve this SOM share?

ACQUISITION CHANNELS

New Clients	2025	2026	2027	2028	2029
CHANNEL 1: Organic Search (SEO)	0	12	39	124	305
CHANNEL 2: Paid Direct Marketing	81	343	501	528	528
CHANNEL 3: Affiliate program	0	12	27	41	76
CHANNEL 4: Partners	0	8	12	22	39
CHANNEL 5: Outbound Sales (Cold Outreach)	14	41	73	130	207
Total New Clients	95	416	652	845	1 155

How we plan to achieve this Revenue?

Company XXX	REVENUE FORECAST	CAPITAL REQUIRED	VALUATION	Currency USD
	ACQUISITION CHANNELS	ROUND 1	ROUND 1	
	REVENUE STREAMS	ROUND 2	ROUND 2	
	UNIT ECONOMICS	ROUND 3	ROUND 3	

REVENUE STREAMS

	2025	2026	2027	2028	2029
Plan 1	\$10 510	\$75 890	\$173 340	\$285 600	\$419 550
Plan 2	\$20 840	\$145 060	\$325 460	\$522 100	\$760 240
Plan 3	\$42 880	\$270 320	\$577 520	\$893 720	\$1 268 160
Total Revenue	\$74 230	\$491 270	\$1 076 320	\$1 701 420	\$2 447 950

UNIT ECONOMICS

	2025	2026	2027	2028	2029
LTV (average)	\$1 449,40	\$1 449,40	\$1 449,40	\$1 449,40	\$1 449,40
CAC	\$557,56	\$470,85	\$456,33	\$416,52	\$353,79
LTV/CAC	2,60	3,08	3,18	3,48	4,10

In the early months, we are planning more conservative unit economics while we test product features and different marketing approaches. Based on user feedback, we will then focus on the most effective strategies and add more expensive plans. Our goal is to improve retention by enhancing product engagement and lower CAC through a more efficient marketing mix. After testing, we can adjust both our revenue model mix and acquisition channels to achieve our target LTV/CAC ratio and revenue goals.

This financial model will guide us in allocating our budget effectively and adapting to real-world test results, ensuring flexibility as we refine our approach.

CAPITAL REQUIRED

ROUND 1	\$578 890
----------------	------------------

Milestones for the Round	
Launch MVP	
Target Subscribers	
Target MRR	

Required Capital		
	Start event in the roadmap	Date
The start of the round	Round 1 money transfer	01.02.2025

Expenses Structure		
Product Development	\$156 000	38,28%
Marketing	\$81 550	20,01%

Company XXX	REVENUE FORECAST	CAPITAL REQUIRED	VALUATION	Currency USD		
	ACQUISITION CHANNELS	ROUND 1	ROUND 1			
	REVENUE STREAMS	ROUND 2	ROUND 2			
	UNIT ECONOMICS	ROUND 3	ROUND 3			
Number of Months to Finance	12			Sales&Business Dev	\$49 000	12,02%
Buffer (additional months)	3			Operations	\$105 026	25,77%
Contingency Rate (for unexpected costs)	15%			Capital Expenditures	\$16 000	3,93%
Operating Expenses (round period)	\$391 576					
Average Monthly Expenses	\$32 631					
Net Burn (round period) (Expenses – Rev)	\$300 103					
Average Net Burn	\$25 009					
Capital Expenditures	\$16 000					
Basis for Capital Required	total expenses					
Capital Required (Round 1)	\$578 890					

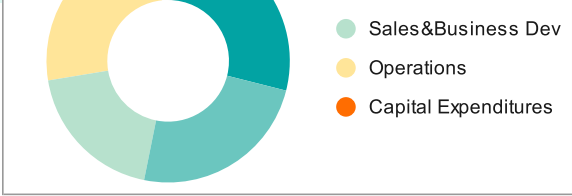
For the first round, we calculate the required capital assuming a zero-revenue scenario, ensuring we can cover operating costs even if paying-customer adoption is delayed. Our main milestone is to launch the product, attract initial users, and begin testing our monetization models.

ROUND 2 \$483 806

Milestones for the Round	
Milestone 1	
Target Subscribers	
Target MRR	

Required Capital		
	Start event in the roadmap	Date
The start of the round	Round 2 money transfer	01.02.2026
Number of Months to Finance	18	
Buffer (additional months)	3	
Contingency Rate (for unexpected costs)	10%	
Operating Expenses (round period)	\$1 367 173	
Average Monthly Expenses	\$75 954	

Expenses Structure		
Product Development	\$402 000	28,94%
Marketing	\$336 585	24,23%
Sales&Business Dev	\$267 355	19,25%
Operations	\$361 233	26,00%
Capital Expenditures	\$22 000	1,58%

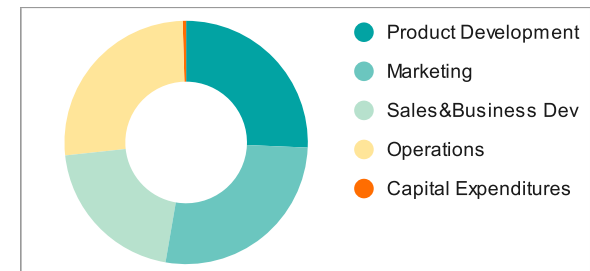
Company XXX	REVENUE FORECAST	CAPITAL REQUIRED	VALUATION	Currency USD
	ACQUISITION CHANNELS	ROUND 1	ROUND 1	
	REVENUE STREAMS	ROUND 2	ROUND 2	
	UNIT ECONOMICS	ROUND 3	ROUND 3	
Net Burn (round period) (Expenses – Rev)	\$376 992			 <ul style="list-style-type: none"> Sales&Business Dev Operations Capital Expenditures
Average Net Burn	\$20 944			
Capital Expenditures	\$0			
Basis for Capital Required	net burn (expenses-revenue)			
Capital Required (Round 2)	\$483 806			

ROUND 3 \$0

Milestones for the Round
Milestone 1
Target Subscribers
Target MRR

Required Capital		
	Start event in the roadmap	Date
The start of the round	Round 3 money transfer	01.02.2027
Number of Months to Finance	18	
Buffer (additional months)	3	
Contingency Rate (for unexpected costs)	20%	
Operating Expenses (round period)	\$1 745 123	
Average Monthly Expenses	\$96 951	
Net Burn (round period) (Expenses – Rev)	-\$126 053	<i>No net burn is forecasted in this period; revenue fully covers operating expenses.</i>
Average Net Burn	-\$7 003	
Capital Expenditures	\$0	
Basis for Capital Required	net burn (expenses-revenue)	

Expenses Structure		
Product Development	\$450 000	25,67%
Marketing	\$474 060	27,04%
Sales&Business Dev	\$360 897	20,59%
Operations	\$460 166	26,25%
Capital Expenditures	\$8 000	0,46%



Company XXX	REVENUE FORECAST		CAPITAL REQUIRED	VALUATION	Currency USD
	ACQUISITION CHANNELS		ROUND 1	ROUND 1	
	REVENUE STREAMS		ROUND 2	ROUND 2	
	UNIT ECONOMICS		ROUND 3	ROUND 3	
Capital Required (Round 3)			\$0	No additional funding is needed, as projected profit covers all expenses.	

VALUATION

ROUND 1 \$917 237

Valuation method	Pre-money valuation
VC method	\$236 975
Scorecard	\$1 597 500
Final Pre-money Valuation	\$917 237
Investment Amount	\$578 890
Post-money Valuation	\$1 496 128

Investors' Share 38,69%

Venture Capital Method

Expected Year of Exit 2029

	The amount to multiply	Multiple	Valuation
Revenue in the year of exit	\$2 447 950	5	\$12 239 750
EBITDA in the year of exit	\$1 019 743	20	\$20 394 861
Target exit valuation	\$16 317 305		

Pre-seed Investor's Required Return 20 x
 Pre-seed Post-Money Valuation \$815 865
 Pre-seed Investment Amount \$578 890

Company XXX	REVENUE FORECAST	CAPITAL REQUIRED	VALUATION	Currency USD
	ACQUISITION CHANNELS	ROUND 1	ROUND 1	
	REVENUE STREAMS	ROUND 2	ROUND 2	
	UNIT ECONOMICS	ROUND 3	ROUND 3	
Pre-seed Pre-Money Valuation	\$236 975			

Scorecard Method (Bill Payne Method)

Average Pre-Seed Valuation **\$1 500 000**

Factor	Weight	Score for your startup	Contribution
Strength of Founding Team	30%	120%	36%
Market Size / Opportunity	25%	110%	28%
Product/Technology	15%	120%	18%
Competitive Environment	10%	70%	7%
Strategic Partnerships	10%	80%	8%
Market Timing	10%	100%	10%
			107%

Pre-seed Pre-Money Valuation \$1 597 500

ROUND 2 \$1 245 922

01.02.2026

Valuation method	Pre-money valuation
Revenue Multiples	\$471 250
VC method	\$604 015
Scorecard	\$2 662 500
Final Pre-money Valuation	\$1 245 922
Investment Amount	\$483 806
Post-money Valuation	\$1 729 727

Investors' Share 27,97%

Revenue Multiples

Company XXX	REVENUE FORECAST	CAPITAL REQUIRED	VALUATION	Currency USD
	ACQUISITION CHANNELS	ROUND 1	ROUND 1	
	REVENUE STREAMS	ROUND 2	ROUND 2	
	UNIT ECONOMICS	ROUND 3	ROUND 3	

LTM Revenue (last 12 months before the round)	\$94 250
P/R Multiple	5
Pre-seed Pre-Money Valuation	\$471 250

Venture Capital Method

Scorecard Method (Bill Payne Method)

ROUND 3 **\$3 446 898**

01.02.2027

Valuation method	Pre-money valuation
Revenue Multiples	\$2 684 650
VC method	\$2 331 044
Scorecard	\$5 325 000
Final Pre-money Valuation	\$3 446 898
Investment Amount	\$0
Post-money Valuation	\$3 446 898

Investors' Share 0,00%

Revenue Multiples

LTM Revenue (last 12 months before the round)	\$536 930
P/R Multiple	5
Pre-seed Pre-Money Valuation	\$2 684 650

Venture Capital Method

Expected Year of Exit 2029

Company XXX	REVENUE FORECAST	CAPITAL REQUIRED	VALUATION	Currency USD
	ACQUISITION CHANNELS	ROUND 1	ROUND 1	
	REVENUE STREAMS	ROUND 2	ROUND 2	
	UNIT ECONOMICS	ROUND 3	ROUND 3	

	The amount to multiply	Multiple	Valuation
Revenue in the year of exit	\$2 447 950	5	\$12 239 750
EBITDA in the year of exit	\$1 019 743	20	\$20 394 861
Target exit valuation	\$16 317 305		

Investor's Required Return	7 x
Post-Money Valuation	\$2 331 044
Investment Amount	\$0

Pre-seed Pre-Money Valuation \$2 331 044

Scorecard Method (Bill Payne Method)

Average Pre-Seed Valuation \$5 000 000

Factor	Weight	Score for your startup	Contribution
Strength of Founding Team	30%	120%	36%
Market Size / Opportunity	25%	110%	28%
Product/Technology	15%	120%	18%
Competitive Environment	10%	70%	7%
Strategic Partnerships	10%	80%	8%
Market Timing	10%	100%	10%
			107%

Pre-seed Pre-Money Valuation \$5 325 000

Company XXX Currency USD

Incorporation			
Date	01.01.25		
Valuation			
	Valuation	Share Price	Total Shares
Valuation	\$0	\$0.00	1 000 000
Ownership Capitalization Table			
	Capital Invested	Shares Owned	Ownership %
Founder 1	\$0	350 000	35%
Founder 2	\$0	350 000	35%
Founder 3	\$0	240 000	24%
Key Employees	\$0	50 000	5%
Advisors	\$0	10 000	1%

Round 1			
Date	01.02.25		
Valuation			
	Valuation	Share Price	Total Shares
Pre-money Valuation	\$578 890	\$0,58	1 000 000
Target Raise	\$578 890	\$0,58	1 000 000
Post-money Valuation	\$1 157 781		
Updated Total Shares Outstanding			2 000 000
Capital Raised	\$573 713		
Shortfall to Close Round	\$5 178		
Ownership Capitalization Table			
	Capital Invested this Round	Shares Owned	Ownership %
Founder 1	\$0	350 000	18%
Founder 2	\$0	350 000	18%
Founder 3	\$0	240 000	12%
Key Employees	\$0	50 000	3%
Advisors	\$0	10 000	1%
Investor 1	\$250 000	431 861	22%
Investor 2	\$165 313	285 568	14%
Investor 3	\$158 400	273 627	14%
Investor 4	\$0	0	0%
Investor 5	\$0	0	0%
Investor 6	\$0	0	0%
Investor 7	\$0	0	0%
Investor 8	\$0	0	0%
Investor 9	\$0	0	0%
Investor 10	\$0	0	0%
		1 991 056	

Round 2			
Date	01.02.26		
Valuation			
	Valuation	Share Price	Total Shares
Pre-money Valuation	\$1 245 922	\$0,62	2 000 000
Target Raise	\$483 806	\$0,62	776 623
Post-money Valuation	\$1 729 727		
Updated Total Shares Outstanding			2 776 623
Capital Raised	\$117 295		
Shortfall to Close Round	\$366 511		
Ownership Capitalization Table			
	Capital Invested this Round	Shares Owned	Ownership %
Founder 1	\$0	350 000	13%
Founder 2	\$0	350 000	13%
Founder 3	\$0	240 000	9%
Key Employees	\$0	50 000	2%
Advisors	\$0	10 000	0%
Investor 1	\$0	431 861	16%
Investor 2	\$0	285 568	10%
Investor 3	\$0	273 627	10%
Investor 4	\$117 295	188 286	7%
Investor 5	\$0	0	0%
Investor 6	\$0	0	0%
Investor 7	\$0	0	0%
Investor 8	\$0	0	0%
Investor 9	\$0	0	0%
Investor 10	\$0	0	0%
		2 179 342	

Round 3			
Date	01.02.27		
Valuation			
	Valuation	Share Price	Total Shares
Pre-money Valuation	\$3 446 898	\$1,24	2 776 623
Target Raise	\$0	\$1,24	0
Post-money Valuation	\$3 446 898		
Updated Total Shares Outstanding			2 776 623
Capital Raised	\$0		
Shortfall to Close Round	\$0		
Ownership Capitalization Table			
	Capital Invested this Round	Shares Owned	Ownership %
Founder 1	\$0	350 000	13%
Founder 2	\$0	350 000	13%
Founder 3	\$0	240 000	9%
Key Employees	\$0	50 000	2%
Advisors	\$0	10 000	0%
Investor 1	\$0	431 861	16%
Investor 2	\$0	285 568	10%
Investor 3	\$0	273 627	10%
Investor 4	\$0	188 286	7%
Investor 5	\$0	0	0%
Investor 6	\$0	0	0%
Investor 7	\$0	0	0%
Investor 8	\$0	0	0%
Investor 9	\$0	0	0%
Investor 10	\$0	0	0%
		2 179 342	

Company XXX Currency USD

Pay Dividends **YES**

DIVIDENDS POLICY

Dividend Start Year 2026
 Dividend Payout % of Net Income 20% % of that period's net income to distribute if conditions are met.
 Minimum Net Income \$100 000 If net income is below this threshold, pay no dividends.
 Minimum Cash Coverage (Months) 3 Require at least this many months of operating expenses in the bank to pay dividends. If actual coverage < threshold, pay 0.
 Month of Payment 2 The model assumes paying dividends once a year in one payment in a given month of the year that goes after the year of dividends basis

DIVIDENDS CALCULATION

	2025	2026	2027	2028	2029
Net Income	-\$291 000	-\$322 366	-\$79 496	\$389 328	\$968 439
Cash at the End of the Year	\$294 844	\$495 501	\$464 758	\$925 669	\$1 988 962
Min Cash Coverage	\$170 089	\$254 606	\$300 211	\$329 213	\$350 825
Retained Earning at the End of the Year	-\$291 000	-\$613 366	-\$692 861	-\$303 534	\$664 906
Dividends	\$0	\$0	\$0	\$0	\$193 688

DIVIDENDS DISTRIBUTION

	2025		2026		2027		2028		2029		5 years total
	Share	Dividends	Share	Dividends	Share	Dividends	Share	Dividends	Share	Dividends	Dividends
Founder 1	18%	\$0	13%	\$0	13%	\$0	13%	\$0	13%	\$24 415	\$24 415
Founder 2	18%	\$0	13%	\$0	13%	\$0	13%	\$0	13%	\$24 415	\$24 415
Founder 3	12%	\$0	9%	\$0	9%	\$0	9%	\$0	9%	\$16 742	\$16 742
Key Employees	3%	\$0	2%	\$0	2%	\$0	2%	\$0	2%	\$3 488	\$3 488
Advisors	1%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$698	\$698
Investor 1	22%	\$0	16%	\$0	16%	\$0	16%	\$0	16%	\$30 125	\$30 125
Investor 2	14%	\$0	10%	\$0	10%	\$0	10%	\$0	10%	\$19 920	\$19 920
Investor 3	14%	\$0	10%	\$0	10%	\$0	10%	\$0	10%	\$19 087	\$19 087
Investor 4	0%	\$0	7%	\$0	7%	\$0	7%	\$0	7%	\$13 134	\$13 134
Investor 5	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	\$0
Investor 6	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	\$0
Investor 7	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	\$0
Investor 8	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	\$0
Investor 9	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	\$0
Investor 10	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	\$0

Company XXX Currency USD

Exit Valuation \$16 317 305

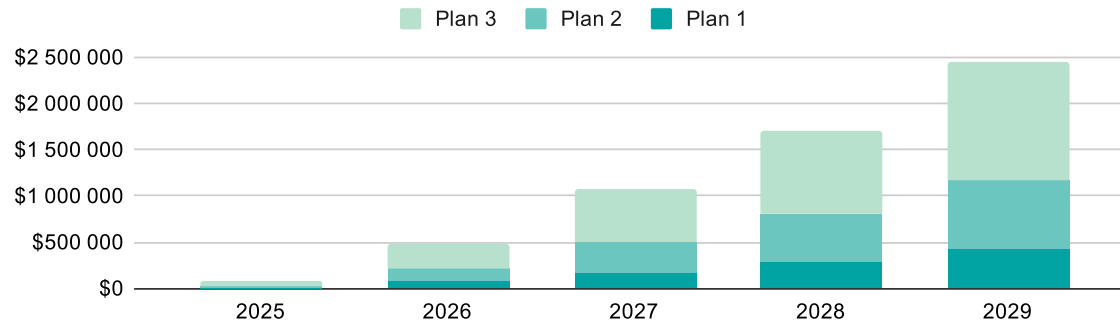
Shareholder	Ownership %	Capital Invested	Dividends Received (Before Exit)	Exit Proceeds	Total Return (Dividends + Exit)	Multiple on Invested Capital (MoIC)
Founder 1	13%	\$0	\$24 415	\$2 056 835	\$2 081 250	
Founder 2	13%	\$0	\$24 415	\$2 056 835	\$2 081 250	
Founder 3	9%	\$0	\$16 742	\$1 410 401	\$1 427 143	
Key Employees	2%	\$0	\$3 488	\$293 834	\$297 321	
Advisors	0%	\$0	\$698	\$58 767	\$59 464	
Investor 1	16%	\$250 000	\$30 125	\$2 537 904	\$2 568 029	10,27
Investor 2	10%	\$165 313	\$19 920	\$1 678 189	\$1 698 109	10,27
Investor 3	10%	\$158 400	\$19 087	\$1 608 016	\$1 627 103	10,27
Investor 4	7%	\$117 295	\$13 134	\$1 106 497	\$1 119 631	9,55
Investor 5	0%	\$0	\$0	\$0	\$0	0,00
Investor 6	0%	\$0	\$0	\$0	\$0	0,00
Investor 7	0%	\$0	\$0	\$0	\$0	0,00
Investor 8	0%	\$0	\$0	\$0	\$0	0,00
Investor 9	0%	\$0	\$0	\$0	\$0	0,00
Investor 10	0%	\$0	\$0	\$0	\$0	0,00

Company XXX

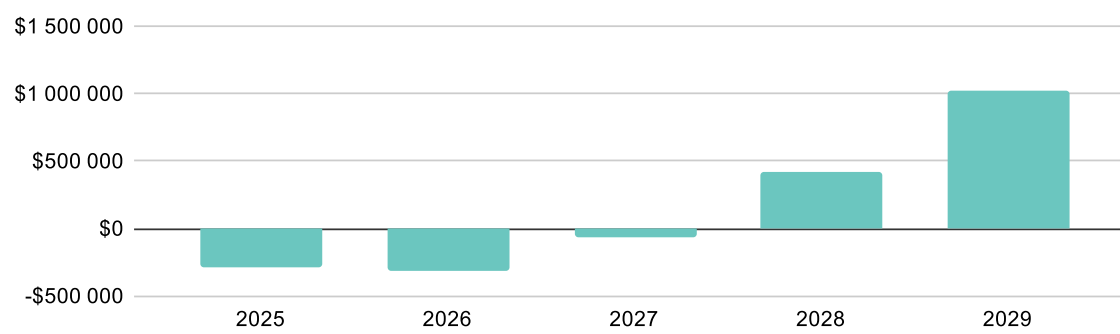
Currency USD

	2025	2026	2027	2028	2029
REVENUE	\$74 230	\$491 270	\$1 076 320	\$1 701 420	\$2 447 950
Plan 1	\$10 510	\$75 890	\$173 340	\$285 600	\$419 550
Plan 2	\$20 840	\$145 060	\$325 460	\$522 100	\$760 240
Plan 3	\$42 880	\$270 320	\$577 520	\$893 720	\$1 268 160
EBITDA	-\$284 167	-\$307 949	-\$66 495	\$414 402	\$1 019 743
Net income	-\$291 000	-\$322 366	-\$79 496	\$389 328	\$968 439

Revenue | 5-years projection



EBITDA

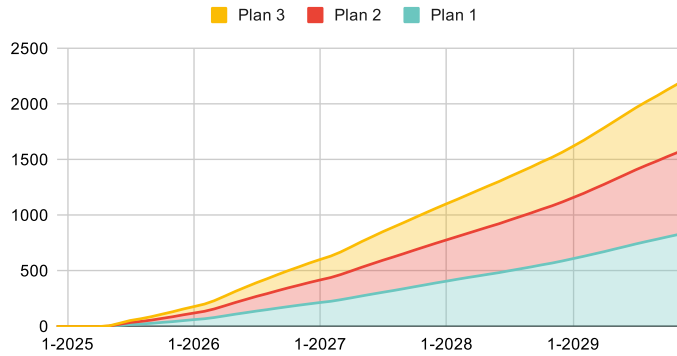


Company XXX

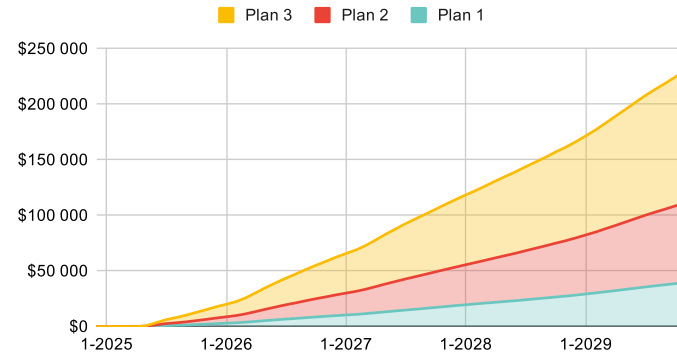
Currency USD

KEY INDICATORS

Subscriptions | 5-year projection

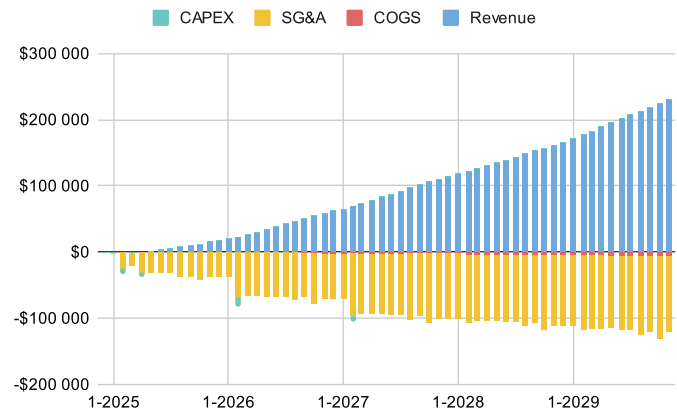


MRR | 5-year projection



REVENUE

Monthly revenue vs Expenses | 5-year projection



Monthly Net Income | 5-year projection

