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	Features/Versions	Mega	Giga
One-Screen Assumptions page		Yes	Yes

SaaS Financial Model

by Peter Graf - FinMods.com

#	Topic	Info
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1	Are You Starting a SaaS Business?	Maybe you've looked at some other products and you are a bit confused by the flood of data, inputs and pages. This financial model keeps it simple, but it offers the options you really need. The assumptions page has a slim design and includes the most important charts and figures. Thereby, you can control almost all inputs and results on one screen. Personnel planning got a separate screen to maintain flexibility. This creates a new and intuitive modeling experience. When you enter a value, you immediately see the impact. You will make decisions more easily, reduce errors and save work.
2	Version comparison: Mega vs Giga	This financial model is available in two versions - Mega and Giga. Giga is the complete excel version, which also includes Cash Flow Statement and Balance Statement. Mega is basically the same as Giga, but without Cash Flow and Balance.
3	Why Giga?	Cash Flow and Cash Balance help you to determine your required capital. It shows you for each month, if your cash balance is positive, which is necessary to maintain liquidity.
4	Tab "Assumptions"	The left side contains 4 color-coded areas: Marketing, Revenue, Expenses and Finance. The right side shows a summary with the most important figures and diagrams.
5	Marketing	
6	Organic Traffic in M1	The organic visits to your website in month 1, without further marketing efforts.
7	Growth of organic traffic in % / mo	The growth of organic traffic to your website from month to month. i.e. 3%
8	Conversion traffic to free user %	The percentage of website visitors, that become a free user of your software. i.e. 3%
9	Max. new organic users / mo	This value is a cap to define the maximum possible new organic users per month. This helps you to keep your plan realistic. I.e., 10,000. Attention : If you enter 0 or nothing, then the max. possible new organic users per month are zero! Thus, you need to enter a certain number. If you are not sure, you can enter a very high value to see all exponential possibilities.
10	Ads	You can promote your app through online ads on the app store, on google, on facebook etc.
11	PPC Budget / mo	PPC means Pay-Per-Click. This defines how much you spend per month on PPC ads. I.e., \$ 1,500.
12	CPC	The average cost per click for clicks on your ads. I.e., \$ 0.4.
13	Increase of budget in % / mo	This defines the growth of your ads budget from month to month. I.e., 5%.
14	Conversion click to free user %	The percentage of people, that click on your ad and become a free user of your app. I.e., 20%.
15	Max. PPC budget / mo	A cap to define the maximum possible ads budget per month. I.e. 100,000 \$. Attention: Enter a value in any case. If this value is zero, then the maximum possible PPC budget for M2 to M60 is also zero. If you are not sure, start with a very high value.
16	UAC Ads	User Acquisition Cost - The average cost to gain a user through ads

Marketing

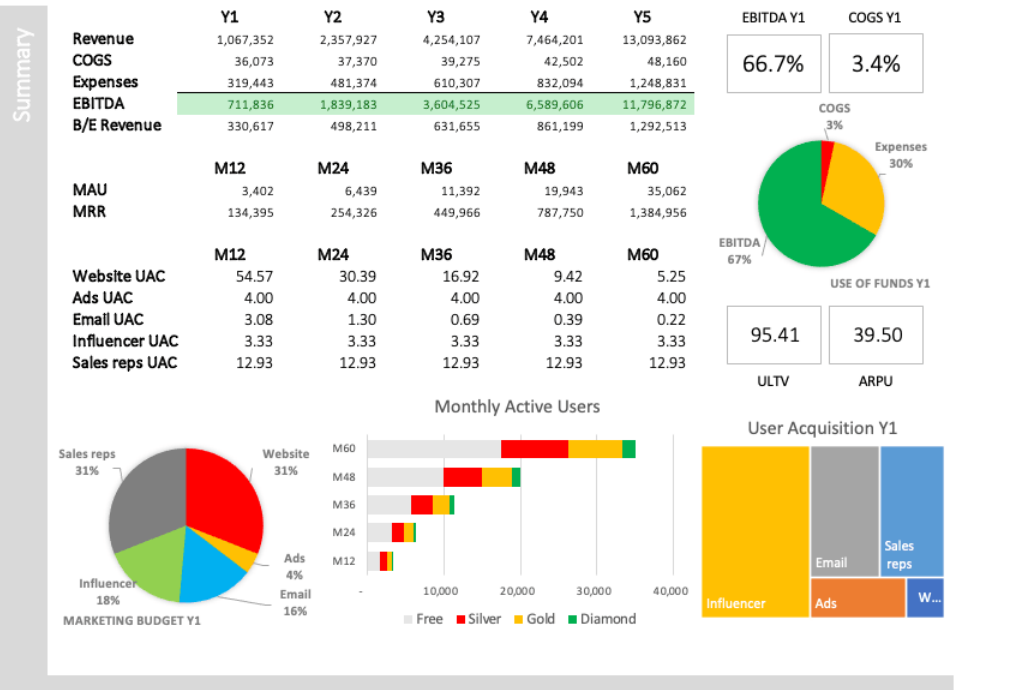
Website	
Organic Traffic in M1	1,000
Growth of organic traffic in % / mo	5.0%
Conversion traffic to user %	3%
Max. new organic users / mo	999,999
Ads	
PPC Budget / mo	300
CPC	1.00
Increase of Budget in % / mo	5.0%
Conversion click to user %	25.0%
Max. PPC budget / mo	999,999
UAC Ads	4.00
Email	
Size of Email List M1	
Optin Rate User to Email	10.0%
Email Optout Rate / mo	3.0%
Sent Emails / mo	20
Conversion email to user %	3.0%
Email provider fee / mo	50
Copywriting cost / email	70
Influencer	
Follower / Influencer	50,000
Organic Reach	6.0%
Conversion reached follower to user %	3.0%
Cost per Shoutout	300
Shoutouts / mo	4
Increase of Shoutouts in % / mo	5.0%
Sales reps	
Contacts/sales rep/day	100
Conversion contact to user %	10.0%
Workdays/week	5

Revenue

Subscriptions Revenue	
Free user share %	50.0%
Silver	
Fee / mo	90.00
Share %	25.0%
Gold	
Fee / mo	60.00
Share %	20.0%
Diamond	
Fee / mo	100.00
Share %	5.0%
Total shares must equal 100%	
	100.0%
In-App Purchases	
Ebook	
Price	10.00
Conversion %	3.0%
COGS	10.0%
Tool	
Price	
Conversion %	
COGS	
Course	
Price	
Conversion %	
COGS	

General

First Month	Jan.23
Users @ M1	
User Churn Rate / mo	40.0%



Expenses

Server Hosting	
App Maintenance cost in % of dev cost / y	35.0%
Cost / user / mo	0.010
Server hosting fees / mo (Y1)	22
Customer Service	
Tickets in % of users / mo	1.0%
Time to solve one ticket in min	5
Full-Time Workweek in h	40
Expenses	
% of sales	
Utilities	1.0%
Fees & Insurance	1.0%
Administration	1.0%
Leasing	
Debit & CC Fees	2.0%
Other expenses	
Office rent / mo	1,000
Payroll tax	12.0%

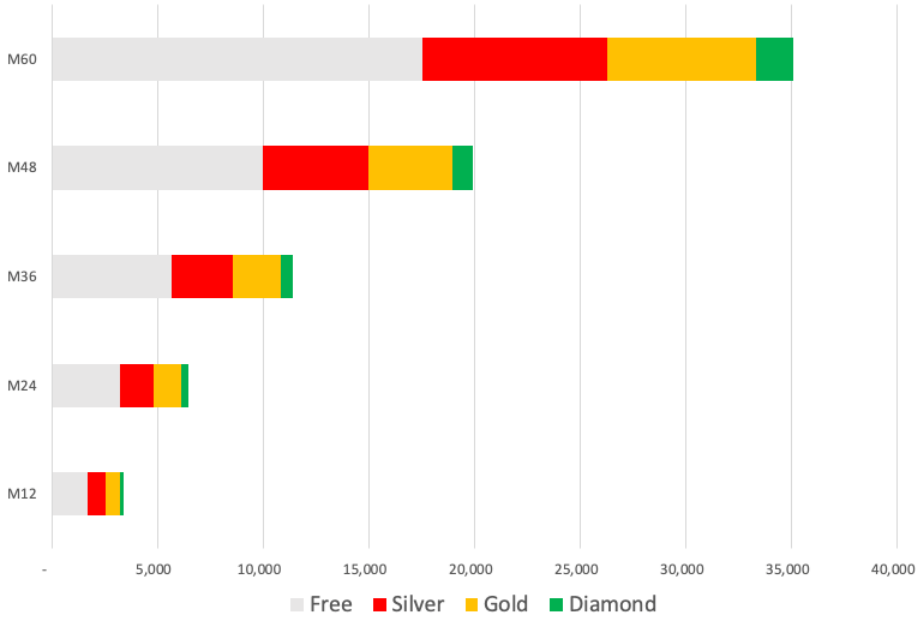
Finance

Investment	
Software development cost (one-time)	100,000
Office Computers	10,000
Legal Advice	10,000
Useful Life in years	7
Depreciation / y	17,143
Financing	
Cash (Equity)	70,000
Loan (Debt)	70,000
Total Capital	140,000
Loan	
Starting Month	Jan.23
Interest rate	6.0%
Term in years	10
Miscellaneous	
Income Tax Rate	20.0%
Accounts Receivable (% of revenue)	5.0%
Accounts Payable (% of revenue)	6.0%
Deferred Revenue in %	7.0%

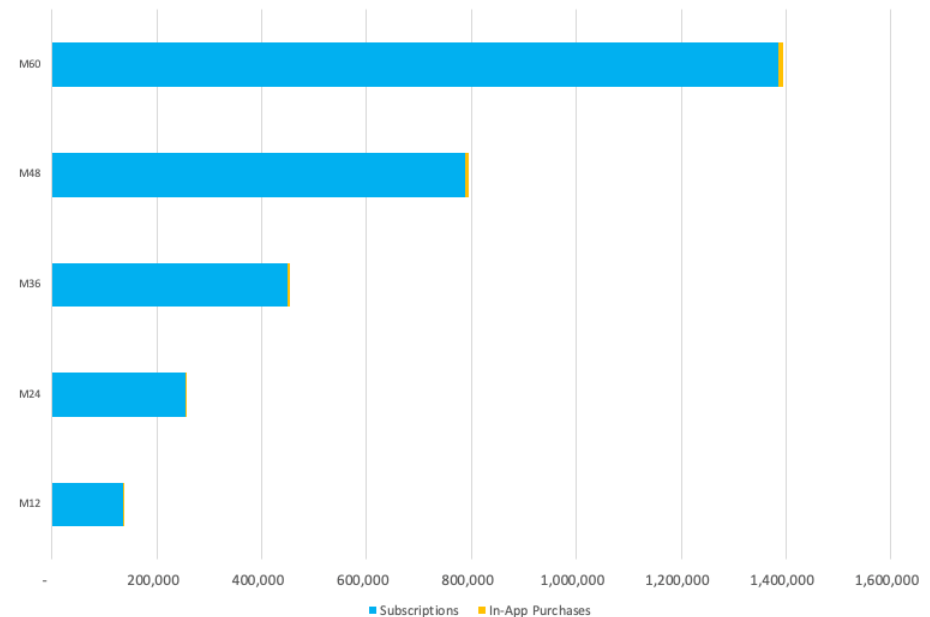


	Jan.00	Jan.00	Mar.00	Apr.00	May.00	Jun.00	Jul.00	Aug.00	Sep.00	Oct.00	Nov.00	Dec.00	Jan.01	Feb.01	Mar.01	Apr.01	Ma
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M
Marketing Budget																	
Web Content	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	
Ads	300	315	331	347	365	383	402	422	443	465	489	513	539	566	594	624	
Email	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	
Influencer	1,200	1,260	1,323	1,389	1,459	1,532	1,608	1,689	1,773	1,862	1,955	2,052	2,155	2,263	2,376	2,495	
Sales reps	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	
Total	8,550	8,625	8,704	8,786	8,873	8,964	9,060	9,161	9,266	9,377	9,493	9,616	9,744	9,878	10,020	10,168	
Email List Size	-	68	137	205	275	345	415	487	559	633	708	784	861	941	1,022	1,105	
Organic Web Traffic	1,000	1,050	1,103	1,158	1,216	1,276	1,340	1,407	1,477	1,551	1,629	1,710	1,796	1,886	1,980	2,079	
UAC User Acquisition Cost																	
Website	93.33	88.89	84.66	80.62	76.79	73.13	69.65	66.33	63.17	60.16	57.30	54.57	51.97	49.50	47.14	44.89	
Ads	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	
Email	-	35.46	17.69	11.77	8.80	7.01	5.82	4.96	4.32	3.82	3.42	3.08	2.81	2.57	2.36	2.19	
Influencer	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	
Sales reps	12.93	12.93	12.93	12.93	12.93	12.93	12.93	12.93	12.93	12.93	12.93	12.93	12.93	12.93	12.93	12.93	
Users																	
Start	-	682	1,155	1,504	1,780	2,015	2,226	2,424	2,617	2,810	3,003	3,201	3,402	3,610	3,824	4,045	
New by website	30	32	33	35	36	38	40	42	44	47	49	51	54	57	59	62	
New by ads	75	79	83	87	91	96	101	106	111	116	122	128	135	141	148	156	
New by email	-	41	82	123	165	207	249	292	336	380	425	470	517	564	613	663	
New by influencer	360	378	397	417	438	459	482	507	532	558	586	616	647	679	713	748	
New by sales reps	217	217	217	217	217	217	217	217	217	217	217	217	217	217	217	217	
Churn	-	273	462	602	712	806	890	970	1,047	1,124	1,201	1,280	1,361	1,444	1,530	1,618	
MAU monthly active user	682	1,155	1,504	1,780	2,015	2,226	2,424	2,617	2,810	3,003	3,201	3,402	3,610	3,824	4,045	4,273	
MRR Subs	26,919	45,604	59,401	70,323	79,582	87,911	95,755	103,387	110,976	118,630	126,420	134,395	142,592	151,038	159,760	168,781	177,802
Break-Even Revenue	23,845	24,897	25,698	26,353	26,926	27,455	27,963	28,465	28,970	29,483	30,010	30,552	37,874	38,454	39,055	39,679	40,327

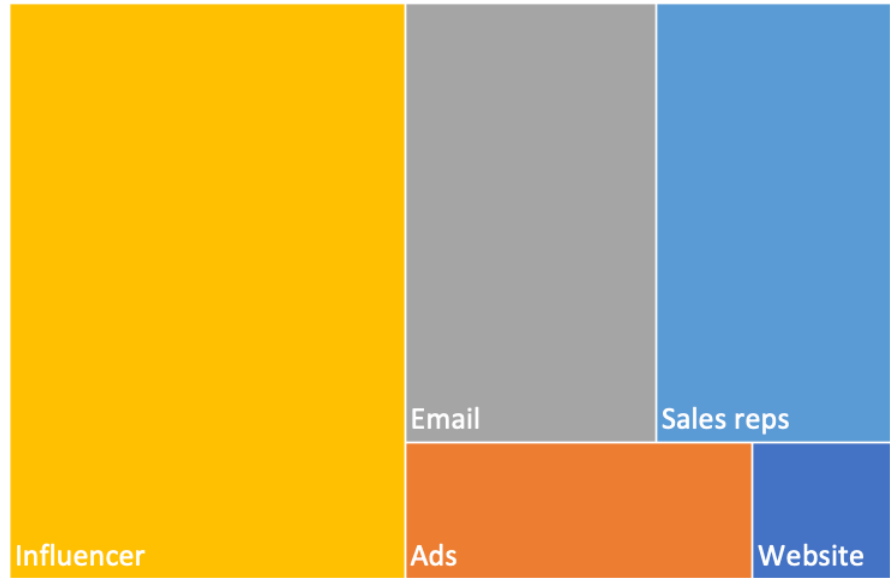
Monthly Active Users



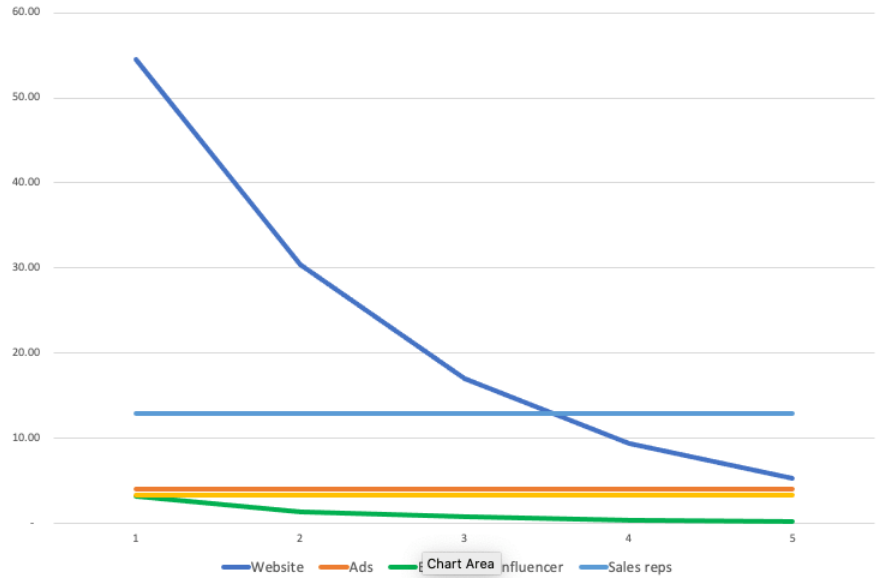
Revenue



User Acquisition Y1



User Acquisition Cost



Core Financials

Net Income

Income	Y1	Y2	Y3	Y4	Y5	Y1
	23	24	25	26	27	
Revenue						
Silver	603,403	1,332,999	2,404,960	4,219,712	7,402,309	56.5%
Gold	321,815	710,933	1,282,645	2,250,513	3,947,898	30.2%
Diamond	134,089	296,222	534,436	937,714	1,644,958	12.6%
Ebook	8,045	17,773	32,066	56,263	98,697	0.8%
Tool	-	-	-	-	-	0.0%
Course	-	-	-	-	-	0.0%
Total	1,067,352	2,357,927	4,254,107	7,464,201	13,093,862	100.0%
COGS						
App Maintenance	35,000	35,000	35,000	35,000	35,000	3.3%
Server Hosting	268	592	1,069	1,875	3,290	0.0%
Ebook	805	1,777	3,207	5,626	9,870	0.1%
Tool	-	-	-	-	-	0.0%
Course	-	-	-	-	-	0.0%
Total	36,073	37,370	39,275	42,502	48,160	3.4%
Contribution	1,031,280	2,320,557	4,214,831	7,421,700	13,045,703	96.6%
Expenses						
Personnel	212,800	291,200	291,200	291,200	316,400	19.9%
Utilities	10,674	23,579	42,541	74,642	130,939	1.0%
Fees & Insurance	10,674	23,579	42,541	74,642	130,939	1.0%
Other expenses	-	-	-	-	-	0.0%
Administration	10,674	23,579	42,541	74,642	130,939	1.0%
Marketing	41,276	60,277	94,401	155,684	265,737	3.9%
Leasing	-	-	-	-	-	0.0%
Debit & CC Fees	21,347	47,159	85,082	149,284	261,877	2.0%
Office rent	12,000	12,000	12,000	12,000	12,000	1.1%
Total	319,443	481,374	610,307	832,094	1,248,831	29.9%
EBITDA	711,836	1,839,183	3,604,525	6,589,606	11,796,872	66.7%
Depreciation	17,143	17,143	17,143	17,143	17,143	1.6%
Interest	3,948	3,629	3,292	2,934	2,554	0.4%
Taxes (est.)	138,149	363,682	716,818	1,313,906	2,355,435	12.9%
Net Income	552,596	1,454,729	2,867,272	5,255,624	9,421,740	51.8%
Break-Even Revenue	330,617	498,211	631,655	861,199	1,292,513	

Cash Flow	Y1	Y2	Y3	Y4	Y5
	23	24	25	26	27
Net Income	552,596	1,454,729	2,867,272	5,255,624	9,421,740
<u>Operating Activities</u>					
Depreciation	17,143	17,143	17,143	17,143	17,143
Chg in AR	- 6,771	- 6,042	- 9,856	- 17,017	- 30,087
Chg in AP	8,125	7,251	11,828	20,421	36,105
Chg in Deferred Revenue	9,479	8,459	13,799	23,824	42,122
Operating Cash Flow	580,572	1,481,539	2,900,185	5,299,994	9,487,022
<u>Investing Activities</u>					
Capex	120,000	-	-	-	-
Free Cash Flow	460,572	1,481,539	2,900,185	5,299,994	9,487,022
<u>Financing Activities</u>					
Debt Payment	- 5,311	- 5,629	- 5,967	- 6,325	- 6,705
Net Borrowing	140,000	-	-	-	-
Net CF from Financing	134,689	- 5,629	- 5,967	- 6,325	- 6,705
Net Cash Flow	595,262	1,475,910	2,894,218	5,293,669	9,480,318

Balance	Y1/M12	Y2/M24	Y3/M36	Y4/M48	Y5/M60
	23	24	25	26	27
ASSETS					
Cash	595,262	2,071,171	4,965,389	10,259,058	19,739,376
Accounts Receivable	6,771	12,813	22,669	39,687	69,774
Total Current Assets	602,032	2,083,984	4,988,058	10,298,745	19,809,149
Fixed Assets	104,286	87,143	70,000	52,857	35,714
Accumulated Depreciation	1,429	1,429	1,429	1,429	1,429
Net Fixed Assets	102,857	85,714	68,571	51,429	34,286
Total Assets	704,890	2,169,698	5,056,629	10,350,173	19,843,435
LIABILITIES					
Accounts Payable	8,125	15,375	27,203	47,624	83,729
Deferred Revenue	9,479	17,938	31,737	55,561	97,683
Total Current Liabilities	17,604	33,314	58,940	103,185	181,412
Long Term Debt	64,689	59,060	53,093	46,767	40,063
Total Liabilities	82,293	92,373	112,032	149,953	221,475
EQUITY					
Owner's Funds	70,000	70,000	70,000	70,000	70,000
Retained Earnings	552,596	2,007,325	4,874,597	10,130,221	19,551,961
Total Equity	622,596	2,077,325	4,944,597	10,200,221	19,621,961
Total Liabilities & Equity	704,890	2,169,698	5,056,629	10,350,173	19,843,435
Balance Check	OK	OK	OK	OK	OK

Loan

Monthly interest rate 0.49%

Period	Date	Payment	Interest	Principal	Balance
0	01.01.23	-	-	-	70,000.00
1	01.02.23	771.57	340.73	430.84	69,569.16
2	01.03.23	771.57	338.63	432.94	69,136.22
3	01.04.23	771.57	336.52	435.04	68,701.18
4	01.05.23	771.57	334.41	437.16	68,264.02
5	01.06.23	771.57	332.28	439.29	67,824.73
6	01.07.23	771.57	330.14	441.43	67,383.30
7	01.08.23	771.57	327.99	443.58	66,939.72
8	01.09.23	771.57	325.83	445.74	66,493.99
9	01.10.23	771.57	323.66	447.91	66,046.08
10	01.11.23	771.57	321.48	450.09	65,596.00
11	01.12.23	771.57	319.29	452.28	65,143.72
12	01.01.24	771.57	317.09	454.48	64,689.24
13	01.02.24	771.57	314.88	456.69	64,232.55
14	01.03.24	771.57	312.66	458.91	63,773.64
15	01.04.24	771.57	310.42	461.15	63,312.49
16	01.05.24	771.57	308.18	463.39	62,849.10
17	01.06.24	771.57	305.92	465.65	62,383.45
18	01.07.24	771.57	303.65	467.91	61,915.54
19	01.08.24	771.57	301.38	470.19	61,445.35
20	01.09.24	771.57	299.09	472.48	60,972.87
21	01.10.24	771.57	296.79	474.78	60,498.09
22	01.11.24	771.57	294.48	477.09	60,021.00
23	01.12.24	771.57	292.16	479.41	59,541.59
24	01.01.25	771.57	289.82	481.75	59,059.84
25	01.02.25	771.57	287.48	484.09	58,575.75
26	01.03.25	771.57	285.12	486.45	58,089.30
27	01.04.25	771.57	282.75	488.82	57,600.49
28	01.05.25	771.57	280.37	491.19	57,109.29
29	01.06.25	771.57	277.98	493.59	56,615.70
30	01.07.25	771.57	275.58	495.99	56,119.72
31	01.08.25	771.57	273.17	498.40	55,621.31
32	01.09.25	771.57	270.74	500.83	55,120.49
33	01.10.25	771.57	268.30	503.27	54,617.22
34	01.11.25	771.57	265.85	505.72	54,111.50
35	01.12.25	771.57	263.39	508.18	53,603.33
36	01.01.26	771.57	260.92	510.65	53,092.67
37	01.02.26	771.57	258.43	513.14	52,579.54
38	01.03.26	771.57	255.93	515.63	52,063.90
39	01.04.26	771.57	253.42	518.14	51,545.76
40	01.05.26	771.57	250.90	520.67	51,025.09

Income	Jan.23	Feb.23	Mar.23	Apr.23	May.23	Jun.23	Jul.23	Aug.23	Sep.23	Oct.23	Nov.23	Dec.23	Jan.24	Feb.24	Mar.24	Apr.24	May.24	Jun.24		
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18		
Revenue																				
Silver	15,334	25,977	33,836	40,058	45,332	50,076	54,544	58,892	63,214	67,574	72,012	76,554	81,223	86,034	91,003	96,141	101,461	106,881		
Gold	8,178	13,854	18,046	21,364	24,177	26,707	29,090	31,409	33,714	36,040	38,406	40,829	43,319	45,885	48,535	51,275	54,113	57,047		
Diamond	3,408	5,773	7,519	8,902	10,074	11,128	12,121	13,087	14,048	15,016	16,003	17,012	18,050	19,119	20,223	21,365	22,547	23,770		
Ebook	204	346	451	534	604	668	727	785	843	901	960	1,021	1,083	1,147	1,213	1,282	1,353	1,427		
Tool	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Course	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Total	27,124	45,951	59,853	70,857	80,187	88,579	96,483	104,173	111,819	119,531	127,380	135,416	143,675	152,185	160,974	170,062	179,473	189,100		
COGS																				
App Maintenance	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917		
Server Hosting	7	12	15	18	20	22	24	26	28	30	32	34	36	38	40	43	45	47		
Ebook	20	35	45	53	60	67	73	79	84	90	96	102	108	115	121	128	135	142		
Tool	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Course	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Total	2,944	2,963	2,977	2,988	2,997	3,006	3,014	3,021	3,029	3,037	3,045	3,053	3,061	3,070	3,078	3,088	3,097	3,106		
Contribution	24,180	42,988	56,876	67,869	77,189	85,573	93,469	101,151	108,790	116,495	124,336	132,363	140,613	149,116	157,895	166,975	176,376	186,000		
Expenses																				
Personnel	17,733	17,733	17,733	17,733	17,733	17,733	17,733	17,733	17,733	17,733	17,733	17,733	24,267	24,267	24,267	24,267	24,267	24,267		
Utilities	271	460	599	709	802	886	965	1,042	1,118	1,195	1,274	1,354	1,437	1,522	1,610	1,701	1,795	1,891		
Fees & Insurance	271	460	599	709	802	886	965	1,042	1,118	1,195	1,274	1,354	1,437	1,522	1,610	1,701	1,795	1,891		
Other expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Administration	271	460	599	709	802	886	965	1,042	1,118	1,195	1,274	1,354	1,437	1,522	1,610	1,701	1,795	1,891		
Marketing	2,950	3,025	3,104	3,186	3,273	3,364	3,460	3,561	3,666	3,777	3,893	4,016	4,144	4,278	4,420	4,568	4,724	4,885		
Leasing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Debit & CC Fees	542	919	1,197	1,417	1,604	1,772	1,930	2,083	2,236	2,391	2,548	2,708	2,873	3,044	3,219	3,401	3,589	3,781		
Rent	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000		
Total	23,040	24,056	24,830	25,463	26,016	26,527	27,018	27,503	27,990	28,487	28,996	29,520	30,059	30,613	31,181	31,763	32,360	32,973		
EBITDA	1,140	18,932	32,046	42,407	51,174	59,047	66,451	73,649	80,800	88,008	95,340	102,843	104,019	111,961	120,160	128,637	137,411	146,427		
Depreciation	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429		
Interest	341	339	337	334	332	330	328	326	324	321	319	317	315	313	310	308	306	304		
Taxes (est./m)	11,512	11,512	11,512	11,512	11,512	11,512	11,512	11,512	11,512	11,512	11,512	11,512	30,307	30,307	30,307	30,307	30,307	30,307		
Net Income	-	12,141	5,652	18,769	29,131	37,900	45,776	53,183	60,382	67,535	74,745	82,080	89,585	97,199	104,914	112,731	120,651	128,674		
													EBITDA	711,836						
														Depreciation	17,143					
														Interest	3,948					
														Taxes (est.)	138,149					
														Net Income	552,596					

Formula Info:
 Taxes per year different
 Personnel per year different

Cash Flow	Jan.23	Feb.23	Mar.23	Apr.23	May.23	Jun.23	Jul.23	Aug.23	Sep.23	Oct.23	Nov.23	Dec.23	Jan.24	Feb.24	Mar.24
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15
Net Income	- 12,141	5,652	18,769	29,131	37,900	45,776	53,183	60,382	67,535	74,745	82,080	89,585	71,969	79,913	88,000
<u>Operating Activities</u>															
Depreciation	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429
Chg in AR	- 1,356	- 941	- 695	- 550	- 466	- 420	- 395	- 384	- 382	- 386	- 392	- 402	- 413	- 426	- 437
Chg in AP	1,627	1,130	834	660	560	504	474	461	459	463	471	482	496	511	526
Chg in Deferred Revenue	1,899	1,318	973	770	653	587	553	538	535	540	549	562	578	596	614
Operating Cash Flow	- 8,543	8,587	21,309	31,440	40,075	47,875	55,243	62,426	69,575	76,791	84,136	91,657	74,058	82,023	89,585
<u>Investing Activities</u>															
Capex	120,000														
Free Cash Flow	- 128,543	8,587	21,309	31,440	40,075	47,875	55,243	62,426	69,575	76,791	84,136	91,657	74,058	82,023	89,585
<u>Financing Activities</u>															
Debt Payment	- 431	- 433	- 435	- 437	- 439	- 441	- 444	- 446	- 448	- 450	- 452	- 454	- 457	- 459	- 461
Net Borrowing	140,000														
Net CF from Financing	139,569	- 433	- 435	- 437	- 439	- 441	- 444	- 446	- 448	- 450	- 452	- 454	- 457	- 459	- 461
Net Cash Flow	11,026	8,154	20,874	31,003	39,636	47,434	54,800	61,980	69,127	76,341	83,684	91,202	73,602	81,564	89,585

Balance	Jan.23	Feb.23	Mar.23	Apr.23	May.23	Jun.23	Jul.23	Aug.23	Sep.23	Oct.23	Nov.23	Dec.23	Jan.23
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13
ASSETS													
Cash	11,026	19,180	40,055	71,058	110,694	158,128	212,928	274,907	344,035	420,375	504,059	595,262	668,128
Accounts Receivable	1,356	2,298	2,993	3,543	4,009	4,429	4,824	5,209	5,591	5,977	6,369	6,771	7,173
Total Current Assets	12,382	21,478	43,047	74,601	114,703	162,557	217,752	280,116	349,626	426,352	510,428	602,032	676,101
Fixed Assets	120,000	118,571	117,143	115,714	114,286	112,857	111,429	110,000	108,571	107,143	105,714	104,286	102,857
Accumulated Depreciation	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429	1,429
Net Fixed Assets	118,571	117,143	115,714	114,286	112,857	111,429	110,000	108,571	107,143	105,714	104,286	102,857	101,428
Total Assets	130,954	138,621	158,761	188,886	227,560	273,985	327,752	388,687	456,769	532,066	614,714	704,890	777,529
LIABILITIES													
Accounts Payable	1,627	2,757	3,591	4,251	4,811	5,315	5,789	6,250	6,709	7,172	7,643	8,125	8,607
Deferred Revenue	1,899	3,217	4,190	4,960	5,613	6,201	6,754	7,292	7,827	8,367	8,917	9,479	10,042
Total Current Liabilities	3,526	5,974	7,781	9,211	10,424	11,515	12,543	13,542	14,537	15,539	16,559	17,604	18,649
Long Term Debt	69,569	69,136	68,701	68,264	67,825	67,383	66,940	66,494	66,046	65,596	65,144	64,689	64,237
Total Liabilities	73,095	75,110	76,482	77,475	78,249	78,899	79,482	80,036	80,583	81,135	81,703	82,293	82,886
EQUITY													
Owner's Funds	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000
Retained Earnings	- 12,141	- 6,489	12,279	41,411	79,311	125,087	178,269	238,651	306,186	380,931	463,011	552,596	624,237
Total Equity	57,859	63,511	82,279	111,411	149,311	195,087	248,269	308,651	376,186	450,931	533,011	622,596	694,643
Total Liabilities & Equity	130,954	138,621	158,761	188,886	227,560	273,985	327,752	388,687	456,769	532,066	614,714	704,890	777,529
Balance Check	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK

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Chart Data

This tab contains the data for the charts.

Income	Y1	Y2	Y3	Y4	Y5
B/E Revenue	330,617	498,211	631,655	861,199	1,292,513
Revenue	1,067,352	2,357,927	4,254,107	7,464,201	13,093,862
EBITDA	711,836	1,839,183	3,604,525	6,589,606	11,796,872
COGS	36,073	37,370	39,275	42,502	48,160
Expenses	319,443	481,374	610,307	832,094	1,248,831

Use of Funds	Y1
COGS	3.4%
Expenses	29.9%
EBITDA	66.7%
	100%

MAU	M12	M24	M36	M48	M60
Free	1,701	3,219	5,696	9,972	17,531
Silver	851	1,610	2,848	4,986	8,766
Gold	680	1,288	2,278	3,989	7,012
Diamond	170	322	570	997	1,753
MAU Total	3,402	6,439	11,392	19,943	35,062
Check	3,402	6,439	11,392	19,943	35,062

Marketing Budget	Y1
Website	31.0%
Ads	4.4%
Email	16.0%
Influencer	17.6%
Sales reps	31.0%
	100.0%

Revenue	M12	M24	M36	M48	M60
Subscriptions	134,395	254,326	449,966	787,750	1,384,956
In-App Purchases	1,021	1,932	3,417	5,983	10,519
Revenue Total	135,416	256,258	453,383	793,733	1,395,475
Check	135,416	256,258	453,383	793,733	1,395,475

User structure	
Silver	25.0%
Gold	20.0%
Diamond	5.0%
Free user	50.0%
	100.0%

UAC	M12	M24	M36	M48	M60
Website	54.57	30.39	16.92	9.42	5.25
Ads	4.00	4.00	4.00	4.00	4.00
Email	3.08	1.30	0.69	0.39	0.22
Influencer	3.33	3.33	3.33	3.33	3.33
Sales reps	12.93	12.93	12.93	12.93	12.93

User Acquisition	Y1	Y1 Sum
Website	3.7%	478
Ads	9.3%	1,194
Email	21.7%	2,769
Influencer	44.9%	5,730
Sales reps	20.3%	2,598
	100.0%	12,769

ARPU 39.50 Average Revenue Per User per month = Monthly Recurring Revenue / Monthly Active Users
ULTV 95.41 User Lifetime Value = ARPU * Gross Margin % / Churn rate per month %

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	
Net Income	-	12,141	5,652	18,769	29,131	37,900	45,776	53,183	60,382	67,535	74,745	82,080	89,585	71,969

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13
MRR	26,919	45,604	59,401	70,323	79,582	87,911	95,755	103,387	110,976	118,630	126,420	134,395	142,592
MAU	682	1,155	1,504	1,780	2,015	2,226	2,424	2,617	2,810	3,003	3,201	3,402	3,610
ARPU	39.50	39.50	39.50	39.50	39.50	39.50	39.50	39.50	39.50	39.50	39.50	39.50	39.50
ULTV	95.41	95.41	95.41	95.41	95.41	95.41	95.41	95.41	95.41	95.41	95.41	95.41	95.41