



Financial Model for a SaaS

Food Delivery

Platform like Uber Eats

Finmods

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SaaS Financial Model

by Peter Graf - FinMods.com

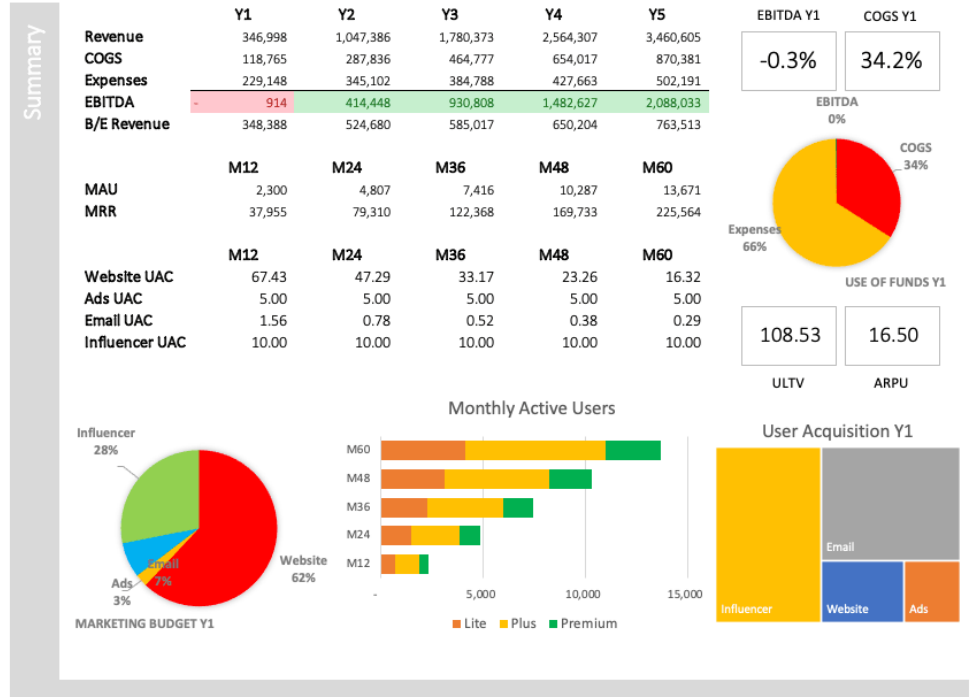
#	Topic	Info
0	Legal Disclaimer	This financial model is not financial advice. Starting a business is risky and there is no guarantee for success. You use this model on your own risk. All data entered in advance are only non-binding examples to demonstrate the function of this financial model. The information in this file, on our website finmods.com, in our video tutorials or in other published media is for educational purposes only and should not be considered a business valuation or projection. It cannot substitute professional advice. Under no circumstances will we be liable to you for any loss or damage that you may incur in connection with the use of our information and files. Any use of our information and files is at your own risk. Copyright © 2021 Peter Graf - FinMods.com
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.

Marketing

Website	
Organic Traffic in M1	1,000
Growth of organic traffic in % / mo	3.0%
Conversion traffic to user %	3.0%
Max. new organic users / mo	999,999
Ads	
PPC Budget / mo	100
CPC	1.00
Increase of Budget in % / mo	3.0%
Conversion click to user %	20.0%
Max. PPC budget / mo	999,999
UAC Ads	5.00
Email	
Size of Email List M1	
Optin Rate User to Email	100.0%
Email Optout Rate / mo	3.0%
Sent Emails / mo	4
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 %	1.0%
Cost per Shoutout	300
Shoutouts / mo	4
Increase of Shoutouts in % / mo	1.0%

Revenue

Restaurant			
	Lite	Plus	Premium
Delivery	15%	25%	30%
Pickup	6%	6%	6%
Selfdelivery	15%	15%	15%
Plans by shares			
Check	30%	50%	20%
Check	OK		
Shipping by shares			
Check	60%	20%	20%
Check	OK		
Customer			
<u>Service fee</u>			Orders/m
Fee	15%		1.5
Minimum	3.00		
<u>Delivery fee</u>			Ordervalue
	1.00		25.00
<u>Small order fee</u>			Driver
Share of small orders	15%		Service fee
Small order fee	2.00		25%
General			
First Month	Jan.23		
Users @ M1			
User Churn Rate / mo	10.0%		
User Lifetime in mo	10.0		



Expenses

Server Hosting	
App Maintenance cost in % of dev cost / y	35.0%
Cost / user / mo	0.010
Server hosting fees / mo (Y1)	12
Customer Service	
Tickets in % of users / mo	10.0%
Time to solve one ticket in min	10
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%
Uber Driver	
Pickup fee	3.00
Distance	7.00
Mileage fee	0.20
Drop-off fee	2.00
Minimum fee	4.50
Total fees/delivery	6.40

Finance

Investment	
Software development	100,000
Office Computers	10,000
Legal Advice	10,000
Useful Life in years	7
Depreciation / y	17,143
Financing	
Cash (Equity)	100,000
Loan (Debt)	100,000
Total Capital	200,000
Loan	
Starting Month	Jan.23
Interest rate	6.0%
Term in years	10
Miscellaneous	
Income Tax Rate	20.0%
Accounts Receivable	5.0%
Accounts Payable	6.0%
Deferred Revenue in %	7.0%

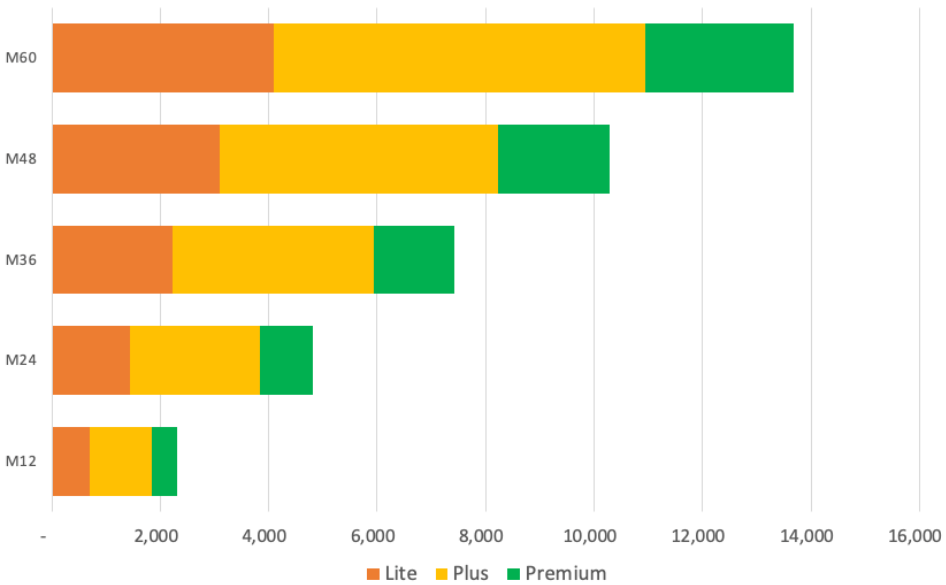


Personnel	Year 1												Year 2		
	Jan.23	Feb.23	Mar.23	Apr.23	May.23	Jun.23	Jul.23	Aug.23	Sep.23	Oct.23	Nov.23	Dec.23	Jan.24		
Position	Salary/y	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Salary/y	M13
General Manager	50,000	1	1	1	1	1	1	1	1	1	1	1	1	50,000	1
Financial Manager															
IT Manager	50,000	1	1	1	1	1	1	1	1	1	1	1	1	50,000	1
Personnel Manager															
Assistant Accountant	30,000	1	1	1	1	1	1	1	1	1	1	1	1	30,000	1
IT Customer Service CS	30,000													40,000	1
														30,000	1
Web Content Creator	30,000	1	1	1	1	1	1	1	1	1	1	1	1	30,000	1
Needed CS employees		0.02	0.03	0.05	0.07	0.09	0.11	0.12	0.14	0.16	0.18	0.20	0.22		0.24
Total employees		4	4	4	4	4	4	4	4	4	4	4	4		6
Costs / month	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333		19,167
Payroll tax	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600		2,300
Total personnel costs (incl. Web content)	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933		21,467
														Y1 Personnel Costs	179,200
														% of Revenue	51.6%
Web Content cost / month (incl. payroll tax)	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
														Y1 Web Content costs	33,600

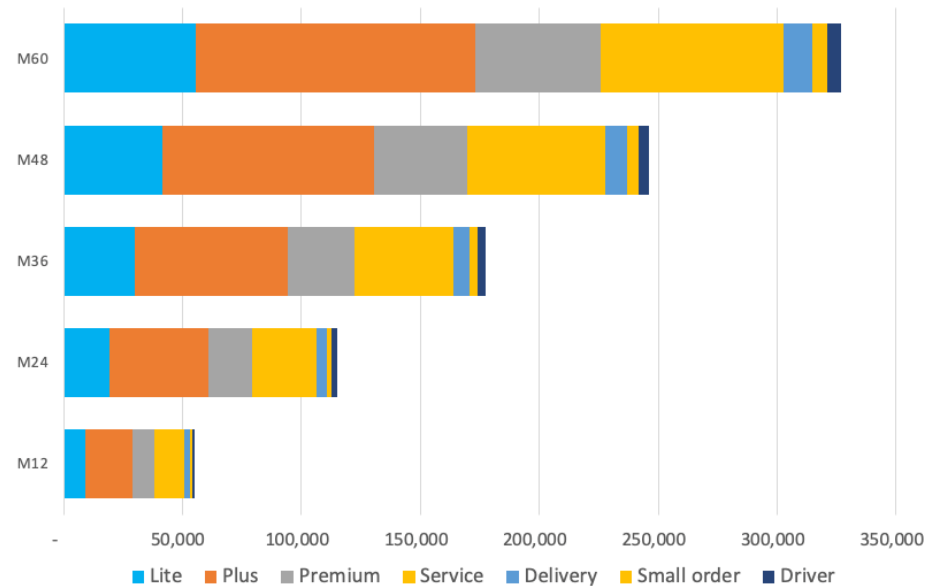
	Jan.00	Jan.00	Mar.00	Apr.00	May.00	Jun.00	Jul.00	Aug.00	Sep.00	Oct.00	Nov.00	Dec.00	Jan.01	Feb.01
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14
Marketing Budget														
Web Content	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800
Ads	100	103	106	109	113	116	119	123	127	130	134	138	143	147
Email	330	330	330	330	330	330	330	330	330	330	330	330	330	330
Influencer	1,200	1,212	1,224	1,236	1,249	1,261	1,274	1,287	1,299	1,312	1,326	1,339	1,352	1,365
Total	4,430	4,445	4,460	4,476	4,491	4,507	4,523	4,540	4,556	4,573	4,590	4,607	4,625	4,642
Email List Size	-	170	338	503	666	827	987	1,144	1,300	1,454	1,607	1,759	1,909	2,059
Organic Web Traffic	1,000	1,030	1,061	1,093	1,126	1,159	1,194	1,230	1,267	1,305	1,344	1,384	1,426	1,469
UAC User Acquisition Cost														
Website	93.33	90.61	87.98	85.41	82.93	80.51	78.17	75.89	73.68	71.53	69.45	67.43	65.46	63.54
Ads	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Email	-	16.18	8.15	5.47	4.13	3.32	2.79	2.40	2.12	1.89	1.71	1.56	1.44	1.33
Influencer	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Users														
Start	-	170	346	527	713	903	1,096	1,292	1,490	1,690	1,892	2,096	2,300	2,506
New by website	30	31	32	33	34	35	36	37	38	39	40	42	43	44
New by ads	20	21	21	22	23	23	24	25	25	26	27	28	29	30
New by email	-	20	41	60	80	99	118	137	156	174	193	211	229	247
New by influencer	120	121	122	124	125	126	127	129	130	131	133	134	135	136
Churn	-	17	35	53	71	90	110	129	149	169	189	210	230	250
MAU monthly active user	170	346	527	713	903	1,096	1,292	1,490	1,690	1,892	2,096	2,300	2,506	2,712
MRR Subs	2,805	5,711	8,703	11,770	14,901	18,086	21,318	24,589	27,893	31,225	34,580	37,955	41,346	44,751
Break-Even Revenue	27,012	27,354	27,707	28,068	28,437	28,812	29,192	29,577	29,966	30,358	30,754	31,152	41,485	41,888

Food Delivery V.2 Example														
	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
Revenue Calculation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14
Order volume	6,375	12,979	19,780	26,750	33,866	41,105	48,450	55,883	63,393	70,965	78,591	86,261	93,969	101,708
Order volume by plan														
Lite	1,913	3,894	5,934	8,025	10,160	12,332	14,535	16,765	19,018	21,290	23,577	25,878	28,191	30,513
Plus	3,188	6,489	9,890	13,375	16,933	20,553	24,225	27,942	31,696	35,483	39,295	43,131	46,984	50,854
Premium	1,275	2,596	3,956	5,350	6,773	8,221	9,690	11,177	12,679	14,193	15,718	17,252	18,794	20,342
Order volume	6,375	12,979	19,780	26,750	33,866	41,105	48,450	55,883	63,393	70,965	78,591	86,261	93,969	101,708
Lite														
Delivery	287	584	890	1,204	1,524	1,850	2,180	2,515	2,853	3,193	3,537	3,882	4,229	4,577
Pickup	115	234	356	482	610	740	872	1,006	1,141	1,277	1,415	1,553	1,691	1,831
Selfdelivery	287	584	890	1,204	1,524	1,850	2,180	2,515	2,853	3,193	3,537	3,882	4,229	4,577
Total	689	1,402	2,136	2,889	3,657	4,439	5,233	6,035	6,846	7,664	8,488	9,316	10,149	10,985
Plus														
Delivery	797	1,622	2,472	3,344	4,233	5,138	6,056	6,985	7,924	8,871	9,824	10,783	11,746	12,714
Pickup	191	389	593	803	1,016	1,233	1,453	1,677	1,902	2,129	2,358	2,588	2,819	3,051
Selfdelivery	478	973	1,483	2,006	2,540	3,083	3,634	4,191	4,754	5,322	5,894	6,470	7,048	7,628
Total	1,466	2,985	4,549	6,153	7,789	9,454	11,143	12,853	14,580	16,322	18,076	19,840	21,613	23,393
Premium														
Delivery	383	779	1,187	1,605	2,032	2,466	2,907	3,353	3,804	4,258	4,715	5,176	5,638	6,103
Pickup	77	156	237	321	406	493	581	671	761	852	943	1,035	1,128	1,221
Selfdelivery	191	389	593	803	1,016	1,233	1,453	1,677	1,902	2,129	2,358	2,588	2,819	3,051
Total	650	1,324	2,018	2,729	3,454	4,193	4,942	5,700	6,466	7,238	8,016	8,799	9,585	10,374
Orders	255	519	791	1,070	1,355	1,644	1,938	2,235	2,536	2,839	3,144	3,450	3,759	4,068
Service fee	956	1,947	2,967	4,013	5,080	6,166	7,267	8,383	9,509	10,645	11,789	12,939	14,095	15,256
Delivery fee	153	311	475	642	813	987	1,163	1,341	1,521	1,703	1,886	2,070	2,255	2,441
Small order fee	77	156	237	321	406	493	581	671	761	852	943	1,035	1,128	1,221
Total	1,186	2,414	3,679	4,976	6,299	7,646	9,012	10,394	11,791	13,199	14,618	16,045	17,478	18,918
Deliveries	153	311	475	642	813	987	1,163	1,341	1,521	1,703	1,886	2,070	2,255	2,441
Driver service fee	73	148	225	305	386	469	552	637	723	809	896	983	1,071	1,159
Driver fees (Expenses)														
Pickup fee	459	934	1,424	1,926	2,438	2,960	3,488	4,024	4,564	5,109	5,659	6,211	6,766	7,323
Mileage fee	214	436	665	899	1,138	1,381	1,628	1,878	2,130	2,384	2,641	2,898	3,157	3,417
Drop-off fee	306	623	949	1,284	1,626	1,973	2,326	2,682	3,043	3,406	3,772	4,141	4,511	4,882
Total	979	1,994	3,038	4,109	5,202	6,314	7,442	8,584	9,737	10,900	12,072	13,250	14,434	15,622

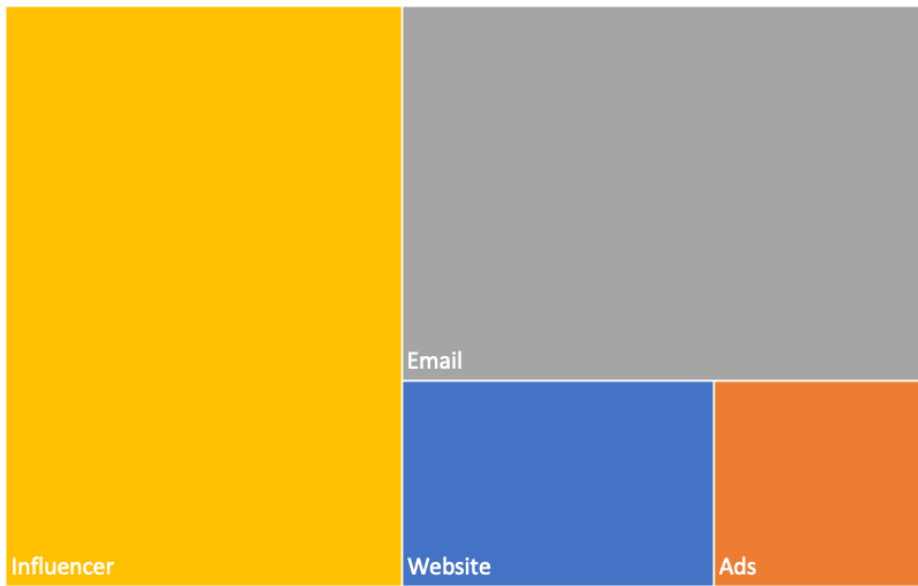
Monthly Active Users



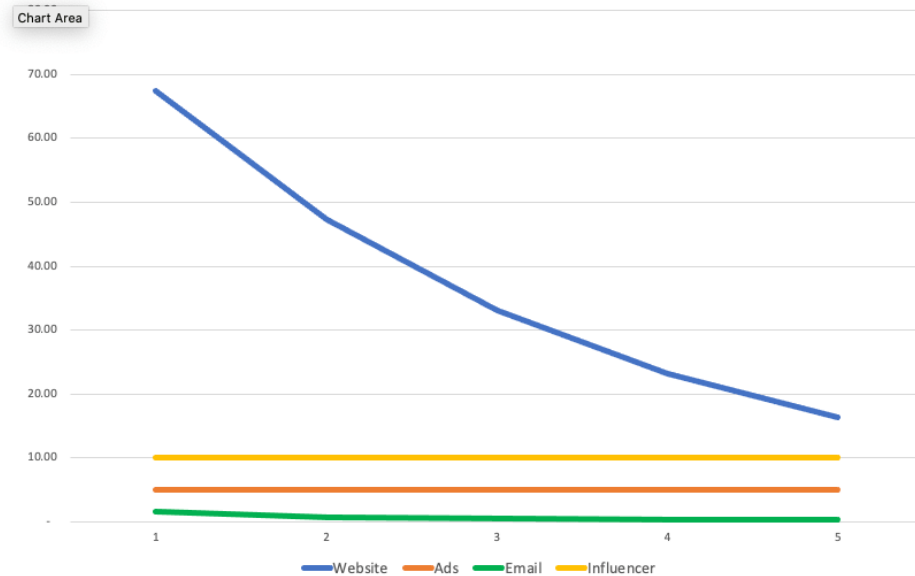
Revenue



User Acquisition Y1



User Acquisition Cost



Core Financials

Net Income

Income	Y1	Y2	Y3	Y4	Y5	Y1
	23	24	25	26	27	
Revenue						
Lite	58,795	177,467	301,663	434,492	586,359	16.9%
Plus	125,211	377,940	642,431	925,307	1,248,728	36.1%
Premium	55,528	167,608	284,904	410,353	553,784	16.0%
Service	81,660	246,482	418,977	603,461	814,388	23.5%
Delivery	13,066	39,437	67,036	96,554	130,302	3.8%
Small order	6,533	19,719	33,518	48,277	65,151	1.9%
Driver service	6,206	18,733	31,842	45,863	61,893	1.8%
Total	346,998	1,047,386	1,780,373	2,564,307	3,460,605	100.0%
COGS						
App Maintenance	35,000	35,000	35,000	35,000	35,000	10.1%
Server Hosting	145	438	745	1,073	1,448	0.0%
Delivery driver	83,619	252,398	429,032	617,944	833,933	24.1%
Total	118,765	287,836	464,777	654,017	870,381	34.2%
Contribution	228,234	759,550	1,315,595	1,910,290	2,590,224	65.8%
Expenses						
Personnel	179,200	257,600	257,600	257,600	282,800	51.6%
Utilities	3,470	10,474	17,804	25,643	34,606	1.0%
Fees & Insurance	3,470	10,474	17,804	25,643	34,606	1.0%
Other expenses	-	-	-	-	-	0.0%
Administration	3,470	10,474	17,804	25,643	34,606	1.0%
Marketing	20,598	23,133	26,169	29,848	34,361	5.9%
Leasing	-	-	-	-	-	0.0%
Debit & CC Fees	6,940	20,948	35,607	51,286	69,212	2.0%
Office rent	12,000	12,000	12,000	12,000	12,000	3.5%
Total	229,148	345,102	384,788	427,663	502,191	66.0%
EBITDA	- 914	414,448	930,808	1,482,627	2,088,033	-0.3%
Depreciation	17,143	17,143	17,143	17,143	17,143	4.9%
Interest	5,640	5,185	4,702	4,191	3,649	1.6%
Taxes (est.)	-	78,424	181,792	292,259	413,448	0.0%
Net Income	- 23,697	313,696	727,170	1,169,034	1,653,793	-6.8%
Break-Even Revenue	348,388	524,680	585,017	650,204	763,513	

Cash Flow

	Y1	Y2	Y3	Y4	Y5
	23	24	25	26	27
Net Income	- 23,697	313,696	727,170	1,169,034	1,653,793
<u>Operating Activities</u>					
Depreciation	17,143	17,143	17,143	17,143	17,143
Chg in AR	- 2,749	- 2,995	- 3,119	- 3,431	- 4,044
Chg in AP	3,299	3,595	3,743	4,117	4,853
Chg in Deferred Revenue	3,849	4,194	4,366	4,803	5,662
Operating Cash Flow	- 2,156	335,632	749,303	1,191,666	1,677,406
<u>Investing Activities</u>					
Capex	120,000	-	-	-	-
Free Cash Flow	- 122,156	335,632	749,303	1,191,666	1,677,406
<u>Financing Activities</u>					
Debt Payment	- 7,587	- 8,042	- 8,525	- 9,036	- 9,578
Net Borrowing	200,000	-	-	-	-
Net CF from Financing	192,413	- 8,042	- 8,525	- 9,036	- 9,578
Net Cash Flow	70,258	327,590	740,778	1,182,630	1,667,828



Balance	Y1/M12	Y2/M24	Y3/M36	Y4/M48	Y5/M60
	23	24	25	26	27

ASSETS

Cash	70,258	397,847	1,138,626	2,321,256	3,989,084
Accounts Receivable	2,749	5,745	8,863	12,294	16,338
Total Current Assets	73,007	403,592	1,147,489	2,333,550	4,005,422

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	175,864	489,306	1,216,060	2,384,979	4,039,708
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LIABILITIES

Accounts Payable	3,299	6,893	10,636	14,753	19,606
Deferred Revenue	3,849	8,042	12,409	17,212	22,873
Total Current Liabilities	7,148	14,936	23,045	31,965	42,479

Long Term Debt	92,413	84,371	75,847	66,811	57,233
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Total Liabilities	99,561	99,307	98,891	98,775	99,711
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EQUITY

Owner's Funds	100,000	100,000	100,000	100,000	100,000
Retained Earnings	- 23,697	289,999	1,017,169	2,186,203	3,839,996
Total Equity	76,303	389,999	1,117,169	2,286,203	3,939,996

Total Liabilities & Equity	175,864	489,306	1,216,060	2,384,979	4,039,708
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Balance Check	OK	OK	OK	OK	OK
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Loan

Monthly interest rate 0.49%

Period	Date	Payment	Interest	Principal	Balance
0	01.01.23	-	-	-	100,000.00
1	01.02.23	1,102.24	486.76	615.49	99,384.51
2	01.03.23	1,102.24	483.76	618.48	98,766.03
3	01.04.23	1,102.24	480.75	621.49	98,144.54
4	01.05.23	1,102.24	477.72	624.52	97,520.03
5	01.06.23	1,102.24	474.68	627.56	96,892.47
6	01.07.23	1,102.24	471.63	630.61	96,261.86
7	01.08.23	1,102.24	468.56	633.68	95,628.18
8	01.09.23	1,102.24	465.47	636.77	94,991.41
9	01.10.23	1,102.24	462.38	639.86	94,351.55
10	01.11.23	1,102.24	459.26	642.98	93,708.57
11	01.12.23	1,102.24	456.13	646.11	93,062.46
12	01.01.24	1,102.24	452.99	649.25	92,413.20
13	01.02.24	1,102.24	449.83	652.41	91,760.79
14	01.03.24	1,102.24	446.65	655.59	91,105.20
15	01.04.24	1,102.24	443.46	658.78	90,446.42
16	01.05.24	1,102.24	440.25	661.99	89,784.43
17	01.06.24	1,102.24	437.03	665.21	89,119.22
18	01.07.24	1,102.24	433.79	668.45	88,450.77
19	01.08.24	1,102.24	430.54	671.70	87,779.07
20	01.09.24	1,102.24	427.27	674.97	87,104.10
21	01.10.24	1,102.24	423.98	678.26	86,425.84
22	01.11.24	1,102.24	420.68	681.56	85,744.29
23	01.12.24	1,102.24	417.36	684.88	85,059.41
24	01.01.25	1,102.24	414.03	688.21	84,371.20
25	01.02.25	1,102.24	410.68	691.56	83,679.64
26	01.03.25	1,102.24	407.31	694.93	82,984.72
27	01.04.25	1,102.24	403.93	698.31	82,286.41
28	01.05.25	1,102.24	400.53	701.71	81,584.70
29	01.06.25	1,102.24	397.12	705.12	80,879.58
30	01.07.25	1,102.24	393.69	708.55	80,171.02
31	01.08.25	1,102.24	390.24	712.00	79,459.02
32	01.09.25	1,102.24	386.77	715.47	78,743.55
33	01.10.25	1,102.24	383.29	718.95	78,024.60

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	
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	
Revenue														
Lite	689	1,402	2,136	2,889	3,657	4,439	5,233	6,035	6,846	7,664	8,488	9,316	10,14	
Plus	1,466	2,985	4,549	6,153	7,789	9,454	11,143	12,853	14,580	16,322	18,076	19,840	21,61	
Premium	650	1,324	2,018	2,729	3,454	4,193	4,942	5,700	6,466	7,238	8,016	8,799	9,58	
Service	956	1,947	2,967	4,013	5,080	6,166	7,267	8,383	9,509	10,645	11,789	12,939	14,09	
Delivery	153	311	475	642	813	987	1,163	1,341	1,521	1,703	1,886	2,070	2,25	
Small order	77	156	237	321	406	493	581	671	761	852	943	1,035	1,12	
Driver service	73	148	225	305	386	469	552	637	723	809	896	983	1,07	
Total	4,063	8,273	12,608	17,051	21,586	26,200	30,882	35,620	40,406	45,233	50,094	54,983	59,89	
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	2,91	
Server Hosting	2	3	5	7	9	11	13	15	17	19	21	23	2	
Delivery driver	979	1,994	3,038	4,109	5,202	6,314	7,442	8,584	9,737	10,900	12,072	13,250	14,43	
Total	3,898	4,914	5,960	7,033	8,127	9,241	10,371	11,515	12,671	13,836	15,009	16,189	17,37	
Contribution	166	3,359	6,647	10,018	13,459	16,959	20,510	24,105	27,736	31,397	35,085	38,793	42,52	
Expenses														
Personnel	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933	14,933	21,46	
Utilities	41	83	126	171	216	262	309	356	404	452	501	550	59	
Fees & Insurance	41	83	126	171	216	262	309	356	404	452	501	550	59	
Other expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	
Administration	41	83	126	171	216	262	309	356	404	452	501	550	59	
Marketing	1,630	1,645	1,660	1,676	1,691	1,707	1,723	1,740	1,756	1,773	1,790	1,807	1,82	
Leasing	-	-	-	-	-	-	-	-	-	-	-	-	-	
Debit & CC Fees	81	165	252	341	432	524	618	712	808	905	1,002	1,100	1,19	
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	1,00	
Total	17,767	17,992	18,224	18,461	18,704	18,950	19,201	19,454	19,710	19,968	20,228	20,490	27,28	
EBITDA	- 17,601 -	- 14,633 -	- 11,576 -	- 8,444 -	- 5,245 -	- 1,991	1,310	4,651	8,026	11,429	14,857	18,304	15,23	
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	1,42	
Interest	487	484	481	478	475	472	469	465	462	459	456	453	45	
Taxes (est./m)	-	-	-	-	-	-	-	-	-	-	-	-	6,53	
Net Income	- 19,516 -	- 16,545 -	- 13,486 -	- 10,350 -	- 7,149 -	- 3,892 -	587	2,757	6,135	9,542	12,972	16,422	6,82	
											EBITDA	-	914	
											from	until	Depreciation	17,143

Cash Flow	Jan.23	Feb.23	Mar.23	Apr.23	May.23	Jun.23	Jul.23	Aug.23	Sep.23	Oct.23	Nov.23
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11

Net Income	- 19,516 -	16,545 -	13,486 -	10,350 -	7,149 -	3,892 -	587	2,757	6,135	9,542	12,972
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Operating Activities

Depreciation	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	- 203 -	210 -	217 -	222 -	227 -	231 -	234 -	237 -	239 -	241 -	243 -
Chg in AP	244	253	260	267	272	277	281	284	287	290	292
Chg in Deferred Revenue	284	295	303	311	317	323	328	332	335	338	340
Operating Cash Flow	- 17,762 -	14,780 -	11,710 -	8,566 -	5,357 -	2,094	1,216	4,565	7,947	11,356	14,789

Investing Activities

Capex	120,000										
Free Cash Flow	- 137,762 -	14,780 -	11,710 -	8,566 -	5,357 -	2,094	1,216	4,565	7,947	11,356	14,789

Financing Activities

Debt Payment	- 615 -	618 -	621 -	625 -	628 -	631 -	634 -	637 -	640 -	643 -	646 -
Net Borrowing	200,000										
Net CF from Financing	199,385 -	618 -	621 -	625 -	628 -	631 -	634 -	637 -	640 -	643 -	646 -

Net Cash Flow	61,622	- 15,398	- 12,332	- 9,190	- 5,985	- 2,725	582	3,928	7,307	10,713	14,143
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Balance	Jan.23	Feb.23	Mar.23	Apr.23	May.23	Jun.23	Jul.23	Aug.23	Sep.23	Oct.23
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10
ASSETS										
Cash	61,622	46,224	33,892	24,701	18,717	15,992	16,574	20,502	27,809	38,522
Accounts Receivable	203	414	630	853	1,079	1,310	1,544	1,781	2,020	2,262
Total Current Assets	61,825	46,637	34,522	25,554	19,796	17,302	18,118	22,283	29,829	40,783
Fixed Assets	120,000	118,571	117,143	115,714	114,286	112,857	111,429	110,000	108,571	107,143
Accumulated Depreciation	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
Total Assets	180,397	163,780	150,236	139,840	132,653	128,731	128,118	130,854	136,972	146,498
LIABILITIES										
Accounts Payable	244	496	756	1,023	1,295	1,572	1,853	2,137	2,424	2,714
Deferred Revenue	284	579	883	1,194	1,511	1,834	2,162	2,493	2,828	3,166
Total Current Liabilities	528	1,075	1,639	2,217	2,806	3,406	4,015	4,631	5,253	5,880
Long Term Debt	99,385	98,766	98,145	97,520	96,892	96,262	95,628	94,991	94,352	93,709
Total Liabilities	99,913	99,841	99,784	99,737	99,699	99,668	99,643	99,622	99,604	99,589
EQUITY										
Owner's Funds	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Retained Earnings	- 19,516	- 36,061	- 49,547	- 59,897	- 67,046	- 70,937	- 71,525	- 68,768	- 62,633	- 53,091
Total Equity	80,484	63,939	50,453	40,103	32,954	29,063	28,475	31,232	37,367	46,909
Total Liabilities & Equity	180,397	163,780	150,236	139,840	132,653	128,731	128,118	130,854	136,972	146,498
Balance Check	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK

Chart Data

This tab contains the data for the charts.

Income	Y1	Y2	Y3	Y4	Y5
B/E Revenue	348,388	524,680	585,017	650,204	763,513
Revenue	346,998	1,047,386	1,780,373	2,564,307	3,460,605
EBITDA	- 914	414,448	930,808	1,482,627	2,088,033
COGS	118,765	287,836	464,777	654,017	870,381
Expenses	229,148	345,102	384,788	427,663	502,191

MAU	M12	M24	M36	M48	M60
Lite	690	1,442	2,225	3,086	4,101
Plus	1,150	2,403	3,708	5,143	6,835
Premium	460	961	1,483	2,057	2,734
MAU Total	2,300	4,807	7,416	10,287	13,671
Check	2,300	4,807	7,416	10,287	13,671

Revenue	M12	M24	M36	M48	M60
Lite	9,316	19,467	30,036	41,662	55,366
Plus	19,840	41,457	63,965	88,724	117,909
Premium	8,799	18,385	28,367	39,347	52,290
Service	12,939	27,037	41,716	57,864	76,897
Delivery	2,070	4,326	6,675	9,258	12,304
Small order	1,035	2,163	3,337	4,629	6,152
Driver	983	2,055	3,170	4,398	5,844
Check	54,983	114,891	177,266	245,881	326,761

UAC	M12	M24	M36	M48	M60
Website	67.43	47.29	33.17	23.26	16.32
Ads	5.00	5.00	5.00	5.00	5.00
Email	1.56	0.78	0.52	0.38	0.29
Influencer	10.00	10.00	10.00	10.00	10.00

ARPU 16.50 Average Revenue Per User per month = Monthly Recurring Revenue / Monthly Active Users
ULTV 108.53 User Lifetime Value = ARPU * Gross Margin % / Churn rate per month %

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16
Net Income	- 19,516	- 16,545	- 13,486	- 10,350	- 7,149	- 3,892	- 587	2,757	6,135	9,542	12,972	16,422	6,820	10,302	13,795	17,298
MRR	2,805	5,711	8,703	11,770	14,901	18,086	21,318	24,589	27,893	31,225	34,580	37,955	41,346	44,752	48,169	51,597
MAU	170	346	527	713	903	1,096	1,292	1,490	1,690	1,892	2,096	2,300	2,506	2,712	2,919	3,127
ARPU	16.50	16.50	16.50	16.50	16.50	16.50	16.50	16.50	16.50	16.50	16.50	16.50	16.50	16.50	16.50	16.50
ULTV	108.53	108.53	108.53	108.53	108.53	108.53	108.53	108.53	108.53	108.53	108.53	108.53	108.53	108.53	108.53	108.53

User Acquisition	Y1	Y1 Sum
Website	12.1%	426