



Business Consultant Startup

Financial Model by Finmods.com



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 © 2022 Peter Graf - Finmods.com

Features/Versions	
One-Screen Assumptions page	Yes
Detailed Personnel Planning	Yes
Income Statement 5y/60mo	Yes
Marketing KPIs	Yes
Detailed loan repayment plan	Yes
Cash Flow Statement 5y/60mo	Yes

Financial Model

by Peter Graf - Finmods.com

#	Topic	Info
1	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
2	Are You Starting a 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.
3	Yellow Cells are Input Cells	All yellow marked cells are for your inputs/assumptions.
4	Tab "Assumptions"	The Assumptions Tab is your command center. The left side contains color-coded areas: Marketing, Revenue by Marketing, Platform Revenue, General, Expenses and Finance. The right side shows a summary with the most important figures and diagrams.
5	Marketing	You can model six different marketing campaigns to generate revenue: Website, ads, email newsletter, cold email, influencer, and sales reps. The revenue from your marketing will be shown within the light blue section "Revenue by Marketing". The basic idea is, that your marketing generates a number of paying customers; within revenue by marketing, you then can create your service packages and determine the behaviour of your customer by entering a share in percent of all customers, that buy a certain service.
6	Website	By building a website you can generate organic visitors, that convert to customers.
7	Organic Traffic in M1	The organic visits to your website in month 1, without further marketing efforts.
8	Growth of organic traffic in % / mo	The growth of organic traffic to your website from month to month. i.e. 3%
9	Conversion traffic to customer %	The percentage of website visitors, that become a customer; i.e. 3%. Customer includes monthly subscriptions and one-time fees.
10	Optin Rate Web Visitor to Email NL	The percentage of all users of your software, that opt-in to your E-Mail list to receive your newsletter; i.e. 10%.
11	Ads	You can promote your app through online ads on google, facebook etc.
12	PPC Budget / mo	

Marketing

Website		
Organic Traffic in M1	30	
Growth of organic traffic in % / mo	5,0%	
Conversion traffic to customer %	1%	
Optin Rate Web Visitor to Email NL	10,0%	
Ads		
PPC Budget / mo		
CPC		
Increase of Budget in % / mo		
Conversion click to customer %		
CAC Ads	-	
Optin Rate Ad Click to Email NL		
Email Newsletter		
Size of Email List M1		
Email Optout Rate / mo	3,0%	
Sent Emails / mo	1	
Conversion emails to customer %	0,5%	
Email provider fee / mo	50	
Copywriting cost / email	50	
Cold Email		
Cold Leads per month	500	
Conversion Lead to Customer %	1,0%	
Costs per month (Leads, copy, software)	100	
Growth in % / mo		
Optin Rate cold lead to Email Newsletter	10,0%	
Influencer		
Follower / Influencer		
Organic Reach		
Conversion reached follower to customer %		
Cost per Shoutout		
Shoutouts / mo		
Increase of Shoutouts in % / mo		
Optin Rate reached follower to Email NL		
Sales reps		
Contacts/sales rep/day		
Conversion contact to customer %		
Workdays/week		
Optin Rate contacts to Email NL		

Revenue by Marketing

Monthly Subscriptions		
<u>Daily Support 1/2h</u>		
Fee / mo		250,00
Share %		100,0%
Work load of Service Agent in h/mo		11,00
<u>Gold</u>		
Fee / mo		
Share %		
Work load of Service Agent in h/mo		
<u>Diamond</u>		
Fee / mo		
Share %		
Work load of Service Agent in h/mo		
Total shares of Subs		100,0%
One-time Fees		
<u>Coaching</u>		
Price		
Share %		
Work load of Service Agent in h		
<u>Service</u>		
Price		
Share %		
Work load of Service Agent in h		
<u>Project</u>		
Price		
Share %		
Work load of Service Agent in h		
Total shares of OTF		0,0%
Total shares of Subs&OTF (at least 100% or >)		100,0%

Platform Revenue

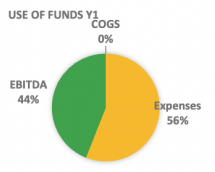
Platform One-Time Fees		
<u>Fiverr</u>		
Price per Gig		300,00
Work load of Service Agent in h		10,00
Customers per month		5
Growth in % / mo		
Platform fee in %		

Summary

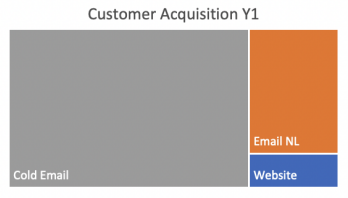
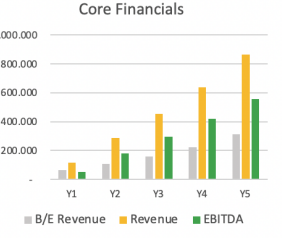
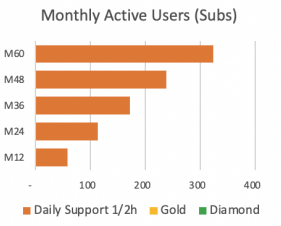
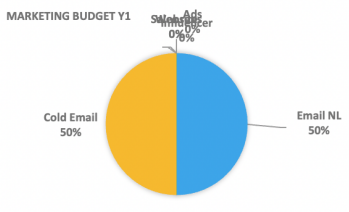
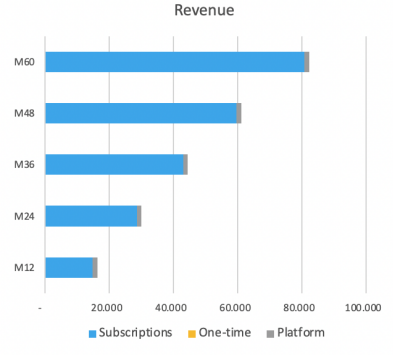
Revenue	Y1	Y2	Y3	Y4	Y5
116.112	285.025	453.382	639.731	866.339	
COGS					
-	-	-	-	-	-
Expenses	65.006	107.051	156.536	221.853	311.584
EBITDA	51.106	177.974	296.846	417.878	554.755
B/E Revenue	65.006	107.051	156.536	221.853	311.584

MAU	M12	M24	M36	M48	M60
59	114	172	239	324	324
MRR	14.779	28.565	43.026	59.727	80.883
CAC Website	-	-	-	-	-
CAC Ads	-	-	-	-	-
CAC Email NL	33,75	15,69	9,90	6,93	5,05
CAC Cold Email	20,00	20,00	20,00	20,00	20,00
CAC Influencer	-	-	-	-	-
CAC Sales Reps	-	-	-	-	-
CAC Platform	-	-	-	-	-

EBITDA Y1	COGS Y1
44,0%	0,0%



LTV (Subs)	ARPU (Subs)
3.571,43	250,00



Expenses

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%
Customer Service	
Tickets in % of users / mo	1,0%
Time to solve one ticket in min	10
Full-Time Workweek in h	40

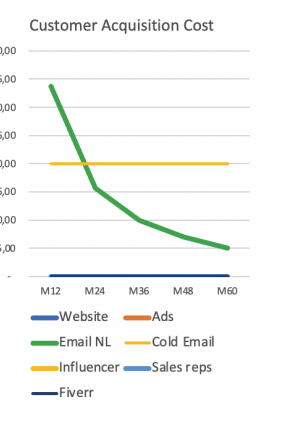
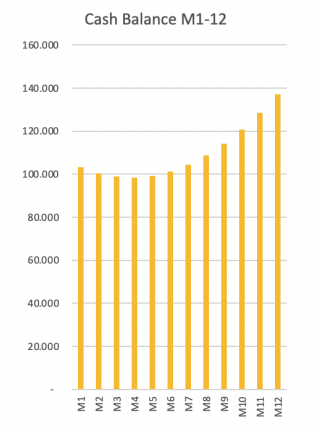
General

Finance		
Income Tax Rate	20,0%	
Accounts Receivable (% of rev.)	5,0%	
Accounts Payable (% of revenue)	6,0%	
Deferred Revenue in %	7,0%	
First Month	Jan.23	
Subscriber Churn Rate / mo	7,0%	

Miscellaneous		
Income Tax Rate	20,0%	
Accounts Receivable (% of rev.)	5,0%	
Accounts Payable (% of revenue)	6,0%	
Deferred Revenue in %	7,0%	

Investment		
Computer	3.000	
Customer Service	3.000	
Useful Life in years	7	
Depreciation / y	429	
Financing		
Cash (Equity)	10.000	
Loan (Debt)	100.000	
Total Capital	110.000	
Loan		
Starting Month	Jan.23	
Interest rate	6,0%	
Term in years	10	

Charts



G34 fx =F34*(1+Assumptions!\$J\$39)

	Jan.23	Feb.23	Mar.23	Apr.23	May.23	Jun.23	Jul.23	Aug.23	Sept.23	Oct.23	Nov.23	Dec.23	Jan.24	Feb.24	Mar.24	Apr.24	May.24	Jun.24	Jul.24	Aug.24	Sept.24	Oct.24	Nov.24	Dec.24	Jan.25	Feb.25	Mar.25	Apr.25	May.25	Jun.25	Jul.25	Aug.25	
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	
Marketing Budget																																	
Web Content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email NL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Cold Email	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Influencer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales reps	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
Email NL List Size																																	
Start	-	53	106	159	213	267	320	374	429	483	538	593	648	703	759	815	871	928	984	1042	1099	1157	1216	1274	1334	1393	1453	1514	1575	1637	1699	1762	
New by website	3	3	3	3	4	4	4	4	4	5	5	5	5	6	6	6	7	7	7	8	8	8	9	9	10	10	11	11	12	12	13	14	
New by ads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New by cold email	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	
New by influencer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New by sales reps	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email NL List Size	53	106	159	213	267	320	374	429	483	538	593	648	703	759	815	871	928	984	1042	1099	1157	1216	1274	1334	1393	1453	1514	1575	1637	1699	1762	1826	
Organic Web Traffic																																	
Website	30	32	33	35	36	38	40	42	44	47	49	51	54	57	59	62	65	69	72	76	80	84	88	92	97	102	107	112	118	123	130	136	
New Customers from																																	
Website	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Ads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email newsletter	-	0	1	1	1	1	2	2	2	2	3	3	3	4	4	4	4	5	5	5	5	5	6	6	7	7	8	8	8	8	9	9	
Cold email	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Influencer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales reps	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total new customers	5	6	6	6	6	7	7	7	8	8	8	8	9	9	9	10	10	10	11	11	11	12	12	12	13	13	13	14	14	14	15	15	
Platform Customers from																																	
Fiverr	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
MAU (Subscriptions)																																	
Daily Support 1/2h	5	11	16	21	26	31	35	40	45	50	54	59	64	68	73	78	82	87	91	96	100	105	110	114	119	124	128	133	138	142	147	152	
Gold	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diamond	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total MAU monthly active users	5	11	16	21	26	31	35	40	45	50	54	59	64	68	73	78	82	87	91	96	100	105	110	114	119	124	128	133	138	142	147	152	
MRR monthly recurring revenue																																	
Website	1.325	2.627	3.909	5.171	6.417	7.646	8.862	10.065	11.257	12.440	13.613	14.779	15.939	17.094	18.244	19.391	20.536	21.680	22.824	23.967	25.113	26.260	27.411	28.565	29.724	30.889	32.060	33.239	34.425	35.620	36.825	38.040	
Ads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email NL	-	377,36	188,41	125,43	93,93	75,03	62,42	53,42	46,66	41,40	37,19	33,75	30,88	28,44	26,36	24,55	22,96	21,56	20,32	19,20	18,20	17,28	16,45	15,69	15,00	14,36	13,76	13,21	12,70	12,22	11,77	11,35	
Cold Email	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	20,00	
Influencer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales reps	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fiverr	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Break-Even Revenue	5.075	5.140	5.204	5.267	5.329	5.391	5.451	5.512	5.571	5.630	5.689	5.747	5.805	5.863	5.921	5.971	6.026	6.082	6.138	6.194	6.250	6.306	6.362	6.418	6.474	6.530	6.586	6.642	6.698	6.754	6.810		
Share Subscribers	100%																																
Share One-time Customers	0%																																
Total (at least 100% or more)	100%																																
Workload of Service Agents in h																																	
Daily Support 1/2h	58	61	64	68	71	74	77	80	83	87	90	93	97	100	103	107	110	114	117	121	124	128	132	135	139	143	147	151	155	159	163	167	
Gold	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diamond	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coaching	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Project	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fiverr	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	
Total h / month	108	111	114	118	121	124	127	130	133	137	140	143	147	150	153	157	160	164	167	171	174	178	182	185	189	193	197	201	205	209	213	217	



A3 fx

Cash Flow	Jan.23	Feb.23	Mar.23	Apr.23	May.23	Jun.23	Jul.23	Aug.23	Sept.23	Oct.23	Nov.23	Dec.23	Jan.24	Feb.24	Mar.24	Apr.24
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16
Net Income	- 3.523	- 2.283	- 1.062	140	1.326	2.498	3.656	4.802	5.937	7.064	8.182	9.293	8.276	9.376	10.472	7.831
<u>Operating Activities</u>																
Depreciation	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36
Chg in AR	- 141	- 65	- 64	- 63	- 62	- 61	- 61	- 60	- 60	- 59	- 59	- 58	- 58	- 58	- 58	- 57
Chg in AP	170	78	77	76	75	74	73	72	72	71	70	70	70	69	69	69
Chg in Deferred Revenue	198	91	90	88	87	86	85	84	83	83	82	82	81	81	81	80
Operating Cash Flow	- 3.261	- 2.143	924	277	1.462	2.632	3.789	4.934	6.069	7.194	8.311	9.422	8.404	9.504	10.600	7.959
<u>Investing Activities</u>																
Capex	3.000															
Free Cash Flow	- 6.261	- 2.143	924	277	1.462	2.632	3.789	4.934	6.069	7.194	8.311	9.422	8.404	9.504	10.600	7.959
<u>Financing Activities</u>																
Debt Payment	- 615	- 618	- 621	- 625	- 628	- 631	- 634	- 637	- 640	- 643	- 646	- 649	- 652	- 656	- 659	- 662
Net Borrowing	110.000															
Net CF from Financing	109.385	- 618	- 621	- 625	- 628	- 631	- 634	- 637	- 640	- 643	- 646	- 649	- 652	- 656	- 659	- 662
Net Cash Flow	103.124	- 2.761	- 1.545	348	834	2.001	3.155	4.297	5.429	6.551	7.665	8.772	7.752	8.848	9.941	7.297

Y23 X ✓ fx =Y19+Y21

Balance	Jan.23	Feb.23	Mar.23	Apr.23	May.23	Jun.23	Jul.23	Aug.23	Sept.23	Oct.23	Nov.23	Dec.23	Jan.24	Feb.24
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14
ASSETS														
Cash	103.124	100.362	98.817	98.469	99.304	101.305	104.460	108.757	114.186	120.737	128.402	137.174	144.926	153.77
Accounts Receivable	141	206	270	334	396	457	518	578	638	697	756	814	872	93
Total Current Assets	103.265	100.569	99.087	98.803	99.700	101.762	104.978	109.335	114.824	121.434	129.158	137.988	145.798	154.70
Fixed Assets	3.000	2.964	2.929	2.893	2.857	2.821	2.786	2.750	2.714	2.679	2.643	2.607	2.571	2.53
Accumulated Depreciation	36	36	36	36	36	36	36	36	36	36	36	36	36	3
Net Fixed Assets	2.964	2.929	2.893	2.857	2.821	2.786	2.750	2.714	2.679	2.643	2.607	2.571	2.536	2.50
Total Assets	106.229	103.497	101.980	101.660	102.521	104.548	107.728	112.050	117.502	124.077	131.765	140.560	148.334	157.20
LIABILITIES														
Accounts Payable	170	248	325	400	475	549	622	694	765	836	907	977	1.046	1.11
Deferred Revenue	198	289	379	467	554	640	725	810	893	976	1.058	1.140	1.221	1.30
Total Current Liabilities	367	537	703	867	1.029	1.189	1.347	1.503	1.658	1.812	1.965	2.116	2.267	2.41
Long Term Debt	99.385	98.766	98.145	97.520	96.892	96.262	95.628	94.991	94.352	93.709	93.062	92.413	91.761	91.10
Total Liabilities	99.752	99.303	98.848	98.387	97.922	97.451	96.975	96.495	96.010	95.521	95.027	94.530	94.028	93.52
EQUITY														
Owner's Funds	10.000	10.000	10.000	10.000	10.000	10.000	10.000	10.000	10.000	10.000	10.000	10.000	10.000	10.00
Retained Earnings	- 3.523	- 5.805	- 6.867	- 6.727	- 5.401	- 2.903	753	5.555	11.492	18.556	26.738	36.030	44.306	53.68
Total Equity	6.477	4.195	3.133	3.273	4.599	7.097	10.753	15.555	21.492	28.556	36.738	46.030	54.306	63.68
Total Liabilities & Equity	106.229	103.497	101.980	101.660	102.521	104.548	107.728	112.050	117.502	124.077	131.765	140.560	148.334	157.20
Balance Check	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK

Income	Y1	Y2	Y3	Y4	Y5	Y1
	23	24	25	26	27	
Revenue						
Daily Support 1/2h	98.112	267.025	435.382	621.731	848.339	84,5%
Gold	-	-	-	-	-	0,0%
Diamond	-	-	-	-	-	0,0%
Coaching	-	-	-	-	-	0,0%
Service	-	-	-	-	-	0,0%
Project	-	-	-	-	-	0,0%
Fiverr	18.000	18.000	18.000	18.000	18.000	15,5%
Total	116.112	285.025	453.382	639.731	866.339	100,0%
COGS						
Fiverr	-	-	-	-	-	0,0%
Total	-	-	-	-	-	0,0%
Contribution	116.112	285.025	453.382	639.731	866.339	100,0%
Expenses						
Personnel	44.800	78.400	119.467	175.467	253.867	38,6%
Utilities	1.161	2.850	4.534	6.397	8.663	1,0%
Fees & Insurance	1.161	2.850	4.534	6.397	8.663	1,0%
Other expenses	-	-	-	-	-	0,0%
Administration	1.161	2.850	4.534	6.397	8.663	1,0%
Marketing	2.400	2.400	2.400	2.400	2.400	2,1%
Leasing	-	-	-	-	-	0,0%
Debit & CC Fees	2.322	5.700	9.068	12.795	17.327	2,0%
Office rent	12.000	12.000	12.000	12.000	12.000	10,3%
Total	65.006	107.051	156.536	221.853	311.584	56,0%
EBITDA	51.106	177.974	296.846	417.878	554.755	44,0%
Depreciation	429	429	429	429	429	0,4%
Interest	5.640	5.185	4.702	4.191	3.649	4,9%
Taxes (est.)	9.008	34.472	58.343	82.652	110.136	7,8%
Net Income	36.030	137.888	233.372	330.607	440.542	31,0%
Break-Even Revenue	65.006	107.051	156.536	221.853	311.584	

Cash Flow	Y1	Y2	Y3	Y4	Y5
	23	24	25	26	27
Net Income	36.030	137.888	233.372	330.607	440.542
<u>Operating Activities</u>					
Depreciation	429	429	429	429	429
Chg in AR	- 814	- 689	- 723	- 835	- 1.058
Chg in AP	977	827	868	1.002	1.269
Chg in Deferred Revenue	1.140	965	1.012	1.169	1.481
Operating Cash Flow	37.761	139.420	234.958	332.371	442.663
<u>Investing Activities</u>					
Capex	3.000	-	-	-	-
Free Cash Flow	34.761	139.420	234.958	332.371	442.663
<u>Financing Activities</u>					
Debt Payment	- 7.587	- 8.042	- 8.525	- 9.036	- 9.578
Net Borrowing	110.000	-	-	-	-
Net CF from Financing	102.413	8.042	8.525	9.036	9.578
Net Cash Flow	137.174	131.378	226.433	323.335	433.085

Balance	Y1/M12	Y2/M24	Y3/M36	Y4/M48	Y5/M60
	23	24	25	26	27
ASSETS					
Cash	137.174	268.552	494.985	818.321	1.251.406
Accounts Receivable	814	1.503	2.226	3.061	4.119
Total Current Assets	137.988	270.055	497.212	821.382	1.255.525
Fixed Assets	2.607	2.179	1.750	1.321	893
Accumulated Depreciation	36	36	36	36	36
Net Fixed Assets	2.571	2.143	1.714	1.286	857
Total Assets	140.560	272.198	498.926	822.668	1.256.382
LIABILITIES					
Accounts Payable	977	1.804	2.672	3.674	4.943
Deferred Revenue	1.140	2.105	3.117	4.286	5.767
Total Current Liabilities	2.116	3.908	5.788	7.960	10.710
Long Term Debt	92.413	84.371	75.847	66.811	57.233
Total Liabilites	94.530	88.280	81.635	74.770	67.942
EQUITY					
Owner's Funds	10.000	10.000	10.000	10.000	10.000
Retained Earnings	36.030	173.918	407.291	737.897	1.178.440
Total Equity	46.030	183.918	417.291	747.897	1.188.440
Total Liabilities & Equity	140.560	272.198	498.926	822.668	1.256.382
Balance Check	OK	OK	OK	OK	OK

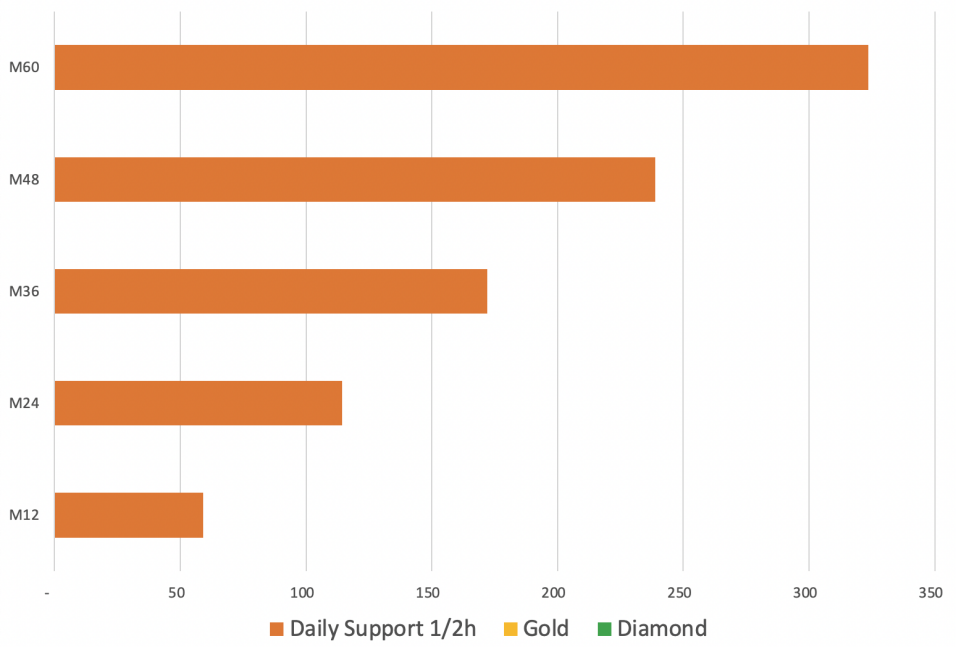
Loan

Monthly interest rate 0,49%

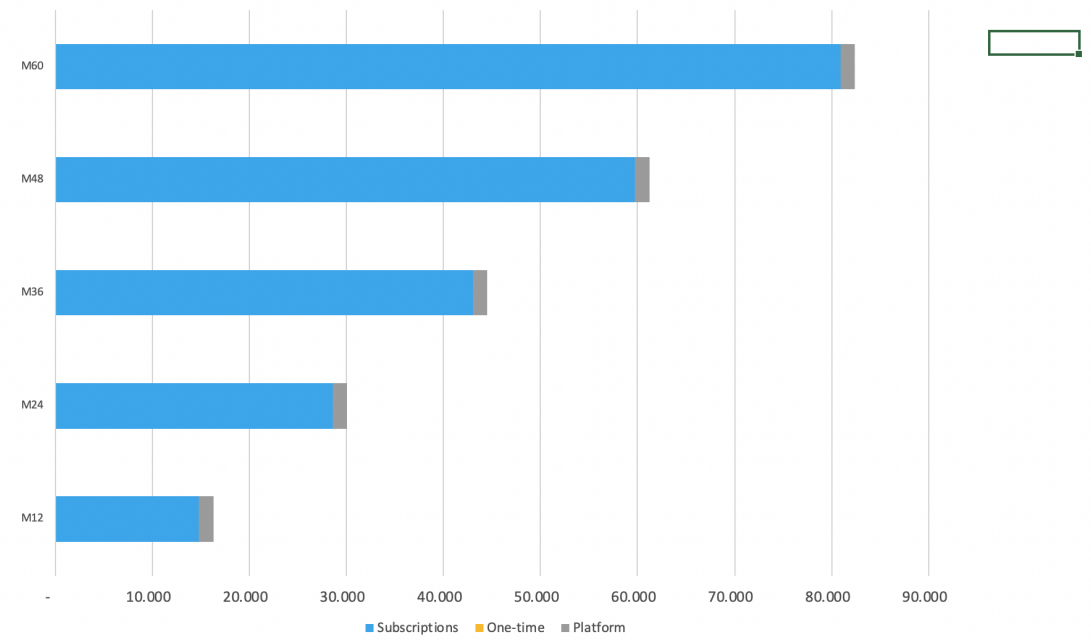
Period	Date	Payment	Interest	Principal	Balance
0	01.01.23	-	-	-	100.000,00
1	01.02.23	1.102,24	486,76	615,49	99.384,51
2	01.03.23	1.102,24	483,76	618,48	98.766,03
3	01.04.23	1.102,24	480,75	621,49	98.144,54
4	01.05.23	1.102,24	477,72	624,52	97.520,03
5	01.06.23	1.102,24	474,68	627,56	96.892,47
6	01.07.23	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



Monthly Active Users (Subs)



Revenue



User Acquisition Y1



Customer Acquisition Cost

