

Pitch Deck Financials Slide

[illegible]

Pro Forma

Starting Assumptions

Links

What is Your Company's name?

Find Me Here

What is your current cash situation? Have you already spent money before the start date of this financial model?
This cash can be from any source. It's used to calculate your cash position from day 1 of this financial model.

Current / Starting Cash in Bank

\$ -

Have you taken out a loan to start this business? This cash won't be added but the payments will be considered.
(Enter any remaining cash from the loan in Current / Starting Cash in Bank above)

Pre-Existing Loan Amount Outstanding (If Any) [1]

\$ -

\$ Payment Amount per Month for Loan Outstanding (If Any)

\$ -

Average Annual Interest Rate on Loan Outstanding [2]

5.00%

See How

Estimated # of Months Remaining on Loan Outstanding

0

Start Month of Loan Repayment [3]

0

Are you starting your financial projections this month in order to run your business immediately?
Or do these projections start in a future month after you raise money?

Please Pick a Start Month (1 = Generic) [4]

1

See How

Please Pick a Start Year (Year 1 = Generic)

Year 1

Choose Your Revenue Model(s)

Links

Most early-stage startups have one or more of these three possible Revenue models operating at one time:

1. Selling services / transactions / goods you don't manufacture. This can include drop-shipping or being a marketplace (like eBay or Uber).
2. Manufacturing and/or holding inventory
3. Subscriptions, which could include SaaS (software-as-a-service)

You can combine Revenue models.

For example, many IoT companies combine manufacturing with subscriptions (like Nest, Ring, or Fitbit)

You can also combine transactions with subscriptions, like Uber and Birchbox which let you both purchase one-offs and subscribe.

Please choose and customize your Revenue model(s) in this section

Choose Your Revenue Model(s)

Active List

Primary?

See How

Transactions / Services / Marketplace? (Virtual) [5]

No

Edit

Manufacturing / Inventory? (Physical) [6]

No

Edit

Subscriptions / SaaS? [7]

Yes

Subscriptions

Primary

Edit

Please set at least one of ^ these 3 Revenue Models above to "Yes" in order to properly use Rocket Pro Forma

And if you've chosen more than one Revenue Model, use the next section below to drive sales properly

Activate Data / Advertising Revenue Model?

☐

See How

Start Month for Revenue from Ads / Data

1

You'll have 10000 customers & 0 website visitors that month

Average Monthly \$ per Customer (of Primary Revenue Model)

Year 1

Year 2

Year 3

\$0.75

\$0.80

\$0.85

Compare FB

Average Monthly \$ per Website Visitor

\$0.01

\$0.02

\$0.03

Estimate

Customize Your Labels

Now let's customize the labels you use to describe your business

What Do You Call a Single Transaction / Service? [8]

Transaction

See How

Sounds good! We'll call more than one of them: [9]

Transactions

What Do You Call a Single Unit / Device / Physical Sale? [10]

Unit

See How

Sounds good! We'll call more than one of them: [11]

Units

(Subscriptions are always called subscriptions)

Is More Than One Revenue Model Active?

No

[See How](#)

If more than one revenue model is active:

<< Click this + sign in the left margin to show the hidden section

Use Primary Revenue Model to Drive Other Revenue Model(s)

[12]

This is only if you activate more than one revenue model at the same time

One of your revenue models will act as the sales funnel for another

One example would be Nest or Ring, where many of the people who buy the devices also subscribe

Please note that this will turn off all other sales funnels for the secondary (destination) revenue model

For example, no one subscribes to Nest or Ring who doesn't own a device

Step 1: Your Sales Funnels Will Drive Your Primary Revenue Model(s)

You will customize your Sales Funnel Assumptions a few sections below

(Founder, Organic, Paid Ad, Direct, & Channel)

It's easiest if your sales funnels drive a single revenue model, which can then drive other revenue model(s) above

This is Your Primary Revenue Model by Default:

Subscriptions

Do You Want to Customize Your Primary Revenue Model? [13]

No

[See How](#)

Choose Your Primary Revenue Model? [14]

Subscriptions

<< Please make a valid selection from this menu

Your Sales Funnels Are Now Driving Sales To: [15]

Subscriptions

Step 2: Using Primary Revenue Model(s) as Source of Sales for Other Revenue Model(s)

This is where you can set up a Nest or Ring model where hardware customers are the source of subscription sales

(Because you need to buy a device in order to subscribe)

In this case, your sales funnels would bring hardware customers which would then be the only source of subscriptions

Another example would be an Amazon Prime subscription that then drives eCommerce transactions

A third example would be Uber rides (transactions) that then drive monthly subscriptions (Ride Pass)

Transaction Customers

Transaction Customers Purchase Units

☒

Year 1

Year 2

Year 3

% of Transaction Customers Who Purchase Units [16]

25%

30%

35%

Only Convert New Customers Once (Not Again and Again)

☒

Transaction Customers Purchase Subscriptions

☒

Year 1

Year 2

Year 3

% of Transaction Customers Who Purchase Subscriptions [17]

25%

30%

35%

Only Convert New Customers Once (Not Again and Again)

☒

Unit Customers

Unit Customers Purchase Transactions

☒

Year 1

Year 2

Year 3

% of Unit Unit Customers Who Purchase Transactions [18]

25%

30%

35%

Only Convert New Customers Once (Not Again and Again)

☐

Unit Customers Purchase Subscriptions

☒

Year 1

Year 2

Year 3

% of Unit Customers Who Purchase Subscriptions [19]

95%

95%

95%

Only Convert New Customers Once (Not Again and Again)

☒

Subscription Customers

Subscription Customers Purchase Transactions

☒

Year 1

Year 2

Year 3

% of Subscribers Who Purchase Transactions [20]

75%

80%

85%

Only Convert New Customers Once (Not Again and Again)

☐

Subscription Customers Purchase Units

☒

Year 1

Year 2

Year 3

% of Subscribers Who Purchase Units [21]

75%

80%

85%

Only Convert New Customers Once (Not Again and Again)

☒

Sales Funnel Visualization

Here's a visualization of your complete sales funnel—including how your primary revenue model drives your other Revenue model(s):

Sales Funnels
(Founder, Organic, Paid Ads, Direct Sales, Channel Sales)

Drive

Subs

Who Then Purchase

Transactions

Units

Transactions (Virtual w/out Inventory)

Revenue Model Assumptions [22]

3-Year Curve [Links](#)

Settings for Your Transaction Tiers (Up to 3)

Tier 1 Transaction Pricing is Always Active [23]	Active	
Will You Offer Tier 2 Transaction Pricing?	Inactive	
Will You Offer Tier 3 Transaction Pricing?	Inactive	
Tier 1 - % of Total Transactions Sold [24]	100%	
Tier 2 - % of Total Transactions Sold [25]	10%	
Tier 3 - % of Total Transactions Sold [26]	1% [27]	
First Month You Plan to Sell Transactions - Tier 1	1	Mo 1 of Year 1
First Month You Plan to Sell Transactions - Tier 2	3	Mo 3 of Year 1
First Month You Plan to Sell Transactions - Tier 3	5	Mo 5 of Year 1
First Month You Will Sell Any Tier of Transaction [28]	1	Mo 1 of Year 1

[See How](#)

Pricing for Transactions [29]

If you are taking a % of transactions, please set the average transaction amounts here.

Then turn on the Marketplace settings below and set the % per transaction.

Average Transaction Amount - Tier 1	Year 1	Year 2	Year 3
Average Transaction Amount (GMV) - Tier 1 [30]	\$100.00	\$100.00	\$100.00
Avg Discount per Transaction - Tier 1 [31]	7%	7%	7%
Adj Amt per Transaction (Minus Store Fees & Discounts) - Tier 1 [32]	\$93.00	\$93.00	\$93.00
Average Transaction Amount - Tier 2	Year 1	Year 2	Year 3
Average Transaction Amount (GMV) - Tier 2 [33]	\$500.00	\$500.00	\$500.00
Avg Discount per Transaction - Tier 2	10%	10%	10%
Adj Amt per Transaction (Minus Store Fees & Discounts) - Tier 2 [34]	\$450.00	\$450.00	\$450.00
Enter Your Pricing per Transaction - Tier 3	Year 1	Year 2	Year 3
Average Transaction Amount (GMV) - Tier 3 [35]	\$2,000.00	\$2,000.00	\$2,000.00
Avg Discount per Transaction - Tier 3	10%	10%	10%
Adj Amt per Transaction (Minus Store Fees & Discounts) - Tier 3 [36]	\$1,800.00	\$1,800.00	\$1,800.00

You can set your implied CAC below (click the Edit This button)

It's displayed here so you can compare against your adjusted price per Transaction for each tier above

Implied CAC (Cost to Acquire a Customer) for Paid Ad Funnel [37]	\$37.06	\$29.94	\$19.67
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[Edit This](#)

Repeat Transactions

Repeat customers can drive a lot of revenue, so be careful here

Please note: Repeat purchases are disabled here if you have Marketplace turned on below.

[Edit This](#)

(In which case, please set listing, purchase frequency, and churn inside the Marketplace settings)

	Year 1	Year 2	Year 3
% of Repeat Customers	10%	10%	10%
Avg # of Months to Repeat Purchase	6	6	6
Equals This Many Customers [38]	0	0	0
Which Equals This % of Your Total Transactions Sales Per Year [39]	0%	0%	0%

Is this a Two-Sided Marketplace? [40]

The Two-Sided Marketplace option is only available if you have the Transactions revenue model active.

[Edit](#)

A Two-Sided Marketplace has buyers and sellers / providers, such as eBay, Uber, or Airbnb.

Activate the Two-Sided Marketplace Revenue Model



[See How](#)

< Click the + symbol in the left margin to display the settings for your marketplace

Naming Your Marketplace

What Do You Call Your Sellers (Plural)?	Sellers
What Do You Call Your Buyers (Plural)?	Buyers

What Do You Call a Single Seller?

Seller

Please manually adjust this if needed

What Do You Call a Single Buyer?

Buyer

Please manually adjust this if needed

Launching Your Marketplace

Month You'll Launch Your Marketplace

1

Mo 1 of Year 1

Transaction Fees for Your Marketplace

This version of Rocket Pro Forma assumes that you only collect the Transaction Fees (vs. the entire amount)

I take requests, so please message me if you would like to collect the entire amount.

Are You Taking a % of Transaction Fees?



Who Pays the % of Transaction Fee?

Sellers

Are You (Also) Charging a Flat Fee per Transaction?



Who Pays the Flat Fee per Transaction?

Sellers

Tier 1 Transaction Fees

Year 1 Year 2 Year 3

Transaction Amount - Tier 1 (Set Above)

\$93.00 \$93.00 \$93.00

Edit

What is the % of Transaction Fees You're Taking? - Tier 1

5% 5% 5%

Your % of Transaction Fee - Tier 1

\$4.65 \$4.65 \$4.65

What is Your Flat Transaction Fee? - Tier 1

\$5.00 \$5.00 \$5.00

Total Transaction Fees - Tier 1

\$4.65 \$4.65 \$4.65

Total Transaction Fees as % of Gross - Tier 1

5.0% 5.0% 5.0%

Tier 2 Transaction Fees

Year 1 Year 2 Year 3

Transaction Amount - Tier 2 (Set Above)

\$450.00 \$450.00 \$450.00

Edit

What is the % of Transaction Fees You're Taking? - Tier 2

5% 5% 5%

Your % of Transaction Fee - Tier 2

\$22.50 \$22.50 \$22.50

What is Your Flat Transaction Fee? - Tier 2

\$5.00 \$5.00 \$5.00

Total Transaction Fees - Tier 2

\$22.50 \$22.50 \$22.50

Total Transaction Fees as % of Gross - Tier 2

5.0% 5.0% 5.0%

Tier 3 Transaction Fees

Year 1 Year 2 Year 3

Transaction Amount - Tier 3 (Set Above)

\$1,800.00 \$2,000.00 \$2,000.00

Edit

What is the % of Transaction Fees You're Taking? - Tier 3

5% 5% 5%

Your % of Transaction Fee - Tier 3

\$90.00 \$100.00 \$100.00

What is Your Flat Transaction Fee? - Tier 3

\$5.00 \$5.00 \$5.00

Total Transaction Fees - Tier 3

\$90.00 \$100.00 \$100.00

Total Transaction Fees as % of Gross - Tier 3

5.0% 5.0% 5.0%

of Listings, Completed Transaction, & Repeats - Marketplace

Are Sellers Driving the Listings? [41]



Sellers Will Drive the # of Transactions

Avg # of Months Between Listings per Seller (1 = Every Month)

25

Avg # of Listings per Cycle per Seller [42]

1 1 1

Completion Timeline for Transactions - Marketplace

Year 1 Year 2 Year 3

of Months Until Transactions Are Completed (0 = Same Month) [43]

0 0 0

% of Listings Which Are Canceled (Failed / Incomplete) per Month

0% 0% 0%

Settings for Sellers In Your Marketplace

Sellers Are Acquired via Growth-Based/More Detailed Funnels (Edit the Appropriate Section Below)

Edit

of Months Required to Onboard Each Seller

0

Average Lifespan for Each Seller in Months

24 30 36

Monthly Churn for Sellers

4.2% 3.3% 2.8%

Fees for Sellers

Year 1 Year 2 Year 3

Do You Charge a Setup Fee to Sellers?



Setup Fee You Charge Each Seller (One-Time)

\$5.00 \$5.00 \$5.00

Do You Charge a Listing Fee to Sellers?



Listing Fee You Charge Each Seller (Per Listing)

\$0.60 \$0.60 \$0.60

Do You Charge a Subscription Fee to Sellers?



Monthly Subscription Fee You Charge Each Seller

\$5.00 \$5.00 \$5.00

% of Sellers Who Pay the Subscription Fee

25% 25% 25%

This version of Rocket Pro Forma supports monthly subscriptions for Sellers in your Marketplace.

I take requests, so please message me if you would like annual subscriptions.

Acquiring Buyers for Your Marketplace

1. Buyers as a Multiple of Sellers

This will automatically adjust the # of Buyers based on the multiple you specify

Calculate Buyers as a Multiple of Current # of Sellers? [45]

<input type="checkbox"/>	Year 1	Year 2	Year 3
Multiple of Buyers to Sellers [46]	50x	50x	50x
Cost to Acquire Each Buyer (Optional) [47]	\$5.00	\$5.00	\$5.00

< Optional - Additional settings for more detailed control over how you acquire Buyers for your Marketplace
These are in addition to the "Calculate Buyers as a Multiple of Current # of Sellers?" above (which you can turn off).

2. Waitlist of Buyers for your Your Marketplace

Will You Have a Waitlist of Buyers? [48]

<input type="checkbox"/>
1,000

How Many Buyers Will Be in Your Waitlist? [49]

3. Paid Acquisition of Buyers for your Your Marketplace

Will You Pay to Acquire Buyers for your Marketplace? [50]

Launch Month to Start Acquiring Buyers [51]

<input type="checkbox"/>	6	Mo 6 of Year 1	
	Year 1	Year 2	Year 3
Your Estimated Cost to Acquire Each Buyer (CAC)	\$5.00	\$5.00	\$5.00
Your Monthly Budget to Acquire Buyers	\$999	\$2,500	\$4,500
Buyer Acquisition Budget Growth Rate per Month [52]	5%	5%	5%

Annual Spend to Acquire Buyers

\$0 \$0 \$0

Converts to This Many Buyers (via CAC)

0 0 0

4. Organic Acquisition of Buyers In Your Marketplace

(Using Your Organic Traffic Settings (in More Detailed Sales Funnels - Set Below)

Edit

Will You Acquire Buyers Organically? [53]

<input type="checkbox"/>
1

Month to Start Acquiring Buyers Organically

	Year 1	Year 2	Year 3
	2.0%	2.1%	2.2%

% Conversion from Site Vistors into Buyers per Month (CVR)

2.0% 2.1% 2.2%

Total # of Organic Site Visits per Year (Set in Sales Funnels Below)

2,521 5,201 9,333

Converts to This Many Buyers per Year

50 109 205

Edit

Settings for Buyers In Your Marketplace

Average Lifespan for Each Buyer in Months

	Year 1	Year 2	Year 3
	18	20	18

Monthly Churn for Buyers

5.6% 5.0% 5.6%

Fees for Buyers In Your Marketplace

Do You Charge a Setup Fee to Buyers?

<input type="checkbox"/>

Setup Fee You Charge Each Buyer (One-Time)

\$5.00 \$5.00 \$5.00

Do You Charge a Subscription Fee to Buyers?

<input type="checkbox"/>

Monthly Subscription Fee You Charge Each Buyer

\$5.00 \$5.00 \$5.00

% of Buyers Who Pay the Subscription Fee

25% 25% 25%

This version of Rocket Pro Forma supports monthly subscriptions for Buyers in your Marketplace.

I take requests, so please message me if you would like annual subscriptions.

Units (Items / Devices / IoT – With Manufacturing and/or Inventory)

3-Year Curve Links

Revenue Model Assumptions [54]

Will you sell more than one tier of Units ?

See How

Tier 1 Unit Pricing is Always Active

Active

Will You Offer Tier 2 Unit Pricing?

Inactive

Will You Offer Tier 3 Unit Pricing?

Inactive

Share of sales between Unit tiers at full production

Tier 1 - % of Total Units Sold [55]

100%

Tier 2 - % of Total Units Sold [56]

25%

Tier 3 - % of Total Units Sold [57]

25%

Sales start months for your Units

Month You Will Start Selling Units - Tier 1

1 Mo 1 of Year 1

Suggested Month to Start Unit Sales (Based on Inventory) - Tier 1 [58]

1 Mo 1 of Year 1

Month You Will Start Selling Units - Tier 2

5 Mo 5 of Year 1

Suggested Month to Start Unit Sales (Based on Inventory) - Tier 2 [59]

5 Mo 5 of Year 1

Month You Will Start Selling Units - Tier 3

6 Mo 6 of Year 1

Suggested Month to Start Unit Sales (Based on Inventory) - Tier 3 [60]

6 Mo 6 of Year 1

First Month You Will Sell Any Tier of Unit [61]

1 Mo 1 of Year 1

Repeat Purchases

Repeat customers can drive a lot of revenue, so be careful here

	Year 1	Year 2	Year 3
% of Repeat Unit Purchases / Year	10%	11%	12%
Avg # of Months to Repeat Purchase	6	6	6
Equals This Many Customers [62]	0	0	0
Which Equals This % of Your Total Transactions Sales Per Year [63]	0%	0%	0%

Returns

% of Units Returned	1.5%	1.3%	1.1%
Implied Global CAC (Cost to Acquire a Customer)	\$37.06	\$29.94	\$19.67

Enter your assumptions for Units - Tier 1

	Year 1	Year 2	Year 3
Retail Price per Unit - Tier 1	\$100.00	\$100.00	\$100.00
Avg # of Units Purchased per Retail Transaction - Tier 1	1	1	1
Avg Discount per Purchase - Tier 1	0%	0%	0%
Avg Setup Fee per Retail Unit Sold - Tier 1	\$0.00	\$0.00	\$0.00
Avg \$ Received per Retail Sale (Mktplce, Discount, Setup) - Tier 1 [64]	\$100.00	\$100.00	\$100.00
Wholesale / Channel Price per Unit - Tier 1	\$100.00	\$100.00	\$100.00
Avg Setup Fee per Wholesale Unit Sold - Tier 1	\$0.00	\$0.00	\$0.00
Avg \$ Received per Wholesale (Mktplce, Discount, Setup) - Tier 1 [65]	\$100.00	\$100.00	\$100.00

Enter your assumptions for Units - Tier 2

	Year 1	Year 2	Year 3
Retail Price per Unit - Tier 2	\$250.00	\$250.00	\$250.00
Avg # of Units Purchased per Retail Transaction - Tier 2	1	1	1
Avg Discount per Purchase - Tier 2	0%	0%	0%
Avg Setup Fee per Retail Unit Sold - Tier 2	\$0.00	\$0.00	\$0.00
Avg \$ Received per Retail Sale (Mktplce, Discount, Setup) - Tier 2 [66]	\$250.00	\$250.00	\$250.00
Wholesale / Channel Price per Unit - Tier 2	\$250.00	\$250.00	\$250.00
Avg Setup Fee per Wholesale Unit Sold - Tier 2	\$0.00	\$0.00	\$0.00
Avg \$ Received per Wholesale (Mktplce, Discount, Setup) - Tier 2 [67]	\$250.00	\$250.00	\$250.00

Enter your assumptions for Units - Tier 3

	Year 1	Year 2	Year 3
Retail Price per Unit - Tier 3	\$1,000.00	\$1,000.00	\$1,000.00
Avg # of Units Purchased per Retail Transaction - Tier 3	1	1	1
Avg Discount per Purchase - Tier 3	4%	4%	4%
Avg Setup Fee per Retail Unit Sold - Tier 3	\$0.00	\$0.00	\$0.00
Avg \$ Received per Retail Sale (Mktplce, Discount, Setup) - Tier 3 [68]	\$960.00	\$960.00	\$960.00
Wholesale / Channel Price per Unit - Tier 3	\$1,000.00	\$1,000.00	\$1,000.00
Avg Setup Fee per Wholesale Unit Sold - Tier 3	\$0.00	\$0.00	\$0.00
Avg \$ Received per Wholesale (Mktplce, Discount, Setup) - Tier 3 [69]	\$960.00	\$960.00	\$960.00

Subscriptions (Including SaaS and Memberships)

3-Year Curve Links

Revenue Model Assumptions [70]

Tier 1 Subscription Pricing is Always Active [71]

Active

[See How](#)

Will You Offer Tier 2 Subscription Pricing? [72]

Active

Will You Offer Tier 3 Subscription Pricing? [73]

Active

First Month You Can Sell Subscriptions for Tier 1

1

Mo 1 of Year 1

First Month You Can Sell Subscriptions for Tier 2

1

Mo 1 of Year 1

First Month You Can Sell Subscriptions for Tier 3

13

Mo 1 of Year 2

First Month You Will Sell Any Tier of Subscription [74]

1

Mo 1 of Year 1

Tier 1 - % of Total Subscriptions Sold [75]

50%

Tier 2 - % of Total Subscriptions Sold [76]

30%

Tier 3 - % of Total Subscriptions Sold [77]

20%

Global Assumptions Across All Subscription Tiers

Having a trial period means that only some of your customers will convert to paid (set below)

Not having a trial means that every customer you bring in from every sales funnel will convert to paid

Do Your Subscriptions Have a Trial Period?

☐

Trial Length in Months [78]

1

	Year 1	Year 2	Year 3
CVR to Paid (Conversion Rate) from Trial Users [79]	40%	42%	44%
Implied Global CAC (Cost to Acquire Each Customer)	\$0.00	\$0.00	\$0.00

Annual vs. Monthly Balance

	Year 1	Year 2	Year 3
Annual subscriptions pull cash forward, so you may want to estimate low annual sales for Y1 [80]			
% of Annual Accounts (vs. Monthly) [81]	0%	0%	0%

Churn Assumptions

It's often easiest to think in terms of the # of months people will stay subscribed. The churn is then auto-calculated from there. You'll probably be able to keep people subscribed longer in Y2 and Y3 as you evolve your product. [82]

Avg User Lifespan (Months) [83]	18	18	18
Implied Monthly Churn [84]	5.6%	5.6%	5.6%
Implied Annual Churn [85]	49.6%	49.6%	49.6%

Read

Allow Upgrades and Downgrades Between Tiers?



<<Open this section to enter your assumptions for Upgrades and Downgrades [86]

% Upgrades from Tier 1 to Tier 2 (Monthly & Annual)	1.00%	1.00%	1.00%
% Monthly Upgrades from Tier 2 to Tier 3	1.00%	1.00%	1.00%
% Monthly Upgrades from Tier 1 to Tier 3	1.00%	1.00%	1.00%
% Monthly Downgrades from Tier 3 to Tier 2	0.00%	0.00%	0.00%
% Monthly Downgrades from Tier 2 to Tier 1	0.00%	0.00%	0.00%
% Monthly Downgrades from Tier 3 to Tier 1	0.00%	0.00%	0.00%

Subscription Tier 1 Pricing

	Year 1	Year 2	Year 3
Monthly Subscription Revenue for Tier 1 [87]	\$19.99	\$19.99	\$19.99
Annual Subscription Revenue for Tier 1 [88]	\$219.89	\$219.89	\$219.89
Setup / Start / Installation Revenue for Tier 1	\$0.00	\$0.00	\$0.00
Adjusted Monthly Subscription Revenue for Tier 1 (Minus App Store) [\$19.99	\$19.99	\$19.99
Adjusted Annual Subscription Revenue for Tier 1 (Minus App Store) [5	\$219.89	\$219.89	\$219.89

Subscription Tier 1 - Per Customer Unit Economics

	Year 1	Year 2	Year 3
These numbers are purely subscription revenue, and do not include other revenue models			
ARPA (Average Revenue per Account per Month) - Tier 1 [91]	14.99	\$19.99	\$19.99
Avg COGS per Account per Month (Estimated) - Tier 1	\$0.00	\$0.00	\$0.00
LTV (Net Lifetime Value per Customer) - Tier 1	\$269.82	\$359.82	\$359.82
vs. Implied Global CAC	\$37.06	\$29.94	\$19.67
Ratio of LTV to CAC for Global CAC [92]	7.3x	12.0x	18.3x

Subscription Tier 2 Pricing

	Year 1	Year 2	Year 3
Monthly Subscription Revenue for Tier 2	\$19.99	\$19.99	\$19.99
Annual Subscription Revenue for Tier 2	\$219.89	\$219.89	\$219.89
Setup / Start / Installation Revenue for Tier 2	\$0.00	\$0.00	\$0.00
Adjusted Monthly Subscription Revenue for Tier 2 (Minus App Store) [\$19.99	\$19.99	\$19.99
Adjusted Annual Subscription Revenue for Tier 2 (Minus App Store) [5	\$219.89	\$219.89	\$219.89

Subscription Tier 2 - Per Customer Unit Economics

	Year 1	Year 2	Year 3
These numbers are purely subscription revenue, and do not include other revenue models			
ARPA (Average Revenue per Account per Month) - Tier 2	\$19.99	\$19.99	\$19.99
Avg COGS per Account per Month (Estimated) - Tier 2	\$0.00	\$0.00	\$0.00
LTV (Lifetime Value per Customer) - Tier 2	\$359.82	\$359.82	\$359.82
vs. Implied Global CAC	\$37.06	\$29.94	\$19.67
Ratio of LTV to CAC for Global CAC [95]	9.7x	12.0x	18.3x

Subscription Tier 3 Pricing

	Year 1	Year 2	Year 3
Monthly Subscription Revenue for Tier 3	\$19.99	\$19.99	\$19.99
Annual Subscription Revenue for Tier 3	\$219.89	\$219.89	\$219.89
Setup / Start / Installation Revenue for Tier 3	\$0.00	\$0.00	\$0.00
Adjusted Monthly Subscription Revenue for Tier 3 (Minus App Store) [\$19.99	\$19.99	\$19.99
Adjusted Annual Subscription Revenue for Tier 3 (Minus App Store) [5	\$219.89	\$219.89	\$219.89

Subscription Tier 3 - Per Customer Unit Economics

	Year 1	Year 2	Year 3
These numbers are purely subscription revenue, and do not include other revenue models			
ARPA (Average Revenue per Account per Month) - Tier 3	\$19.99	\$19.99	\$19.99
Avg COGS per Account per Month (Estimated) - Tier 3	\$0.00	\$0.00	\$0.00
LTV (Lifetime Value per Customer) - Tier 3	\$359.82	\$359.82	\$359.82
vs. Implied Global CAC	\$37.06	\$29.94	\$19.67
Ratio of LTV to CAC for Global CAC [98]	9.7x	12.0x	18.3x

Sales Funnel Assumptions

Your sales have to come from somewhere.

Rocket Pro Forma helps you build realistic Sales funnel assumptions with a number of different sales funnels

Top-down is easiest because it allows you to easily forecast sales without too much detail.

And if you're using the Marketplace as your primary revenue model, this is how you can acquire sellers.

Reminder: These Sales Funnels Drive Your Primary Revenue Model

Subscriptions [99]

See How

Revenue Model

5-Minute Sales Forecaster

See How #1

3-Year Curve Links

Quickly map out 3 years of sales—using just a few assumptions

[See How #2](#)

Activate 5-Minute Sales Forecaster



<< Simply hide this section by clicking the "-" symbol in the left margin if you don't want to use it

Start Month for Sales (Set Above in Your Primary Revenue Model)

1

Mo 1 of Year 1

Starting # of Sales in First Month You Start Selling [101]

10,000

First Year Only

[100]

<<Or Target a Specific # of Sales in Year 1 (Click the + sign to the left)

	Year 1	Year 2	Year 3
Growth in # of New Sales per Month [102]	2.0%	3.0%	4.0%
# of Months Selling in Each Year [104]	12	12	12
Implied Annual Growth Rate	24.3%	38.4%	53.9%

3-Year Chart

[103]

[Monthly #s](#)

Now adjust the Growth %s in the blue boxes above to reach your targets per year:

Equals This Much Revenue per Year [105]

\$14,562,282

\$36,941,710

\$61,992,361

Target # of New Subscriptions Sold per Year via Growth-Based	134,121	181,758	277,031
N/A for Subscriptions Without Trials	0	0	0
Churn	-32,922	-93,956	-159,112
Net # of Subscriptions Sold per Year via Growth-Based Targets	101,199	87,802	117,919
# of Active Subscribers at End of Each Year	101,199	189,002	306,926

For realistic B2C expenses, enter a cost to acquire each here:

For B2B, you might instead pick up this cost in your sales team salaries (Hiring Plan tab)

	Year 1	Year 2	Year 3
Cost to Acquire Each Customer (CAC) for Growth-Based Targets	\$0.00	\$0.00	\$0.00
Equals This Total Cost to Acquire All Growth-Based Customers	\$0	\$0	\$0

[See How](#)

More Detailed Sales Funnel Assumptions

Activate More Detailed Sales Assumptions



[See How](#)

You can use these setting for more detailed planning, with or without Growth-Based sales active (above)

These more detailed sales funnels below are in addition to any Growth-Based sales above

<< Simply show or hide this section by clicking the "+" or "-" symbol in the left margin

Other Revenue Assumptions [106]

	Year 1	Year 2	Year 3
Other Revenue per Month	\$57,750	\$115,000	\$198,750
Other Revenue Growth Rate per Month	0%	0%	0%



[See How](#)

Cash Management Assumptions

3-Year Curve

[Links](#)

Accounts Receivable Assumptions

[Learn Why](#)

Transactions - Avg # Mos to Collect (Accts Receivable) [107]

0

Units - Avg # Mos to Collect (Accts Receivable) [108]

0

Subs Annual - Avg # Mos to Collect (Accts Receivable) [109]

0

Subs Monthly - Avg # Mos to Collect (Accts Receivable) [110]

0

Hourly Billing FTEs - Avg # Mos to Collect (Accts Receivable) [111]

0

Ads or Data - Avg # Mos to Collect (Accts Receivable)

0

Marketplace Seller Fees - Avg # Mos to Collect (Accts Receivable)

0

Marketplace Buyer Fees - Avg # Mos to Collect (Accts Receivable)

0

Channel Partners = Avg # Months to Pay (Accts Receivable)

0

[Edit](#)

Accounts Payable Assumptions

Accounts Payable Avg. # of Month You Take to Pay Bills [112]

0

[See How](#)

One-Time & Annual Cost Assumptions (OpEx)

[Links](#)

Enter 0 if you will spend the money before Month 1 of these financial projections (true startup cost)

Otherwise enter the number of the month you will make the purchase (1, 2, 3, etc.)

Please enter your Inventory / Manufacturing / Tooling costs above

Please enter your Capital Expense startup costs below (here)

[Edit](#)

[Edit](#)

Operating Expense One-Time & Annual Costs (\$&M, G&A, R&D)

Do You Have Any Startup Costs that Are Operating Expenses?



[See How](#)

The above checkbox allows you turn these startup costs on / off without having to zero everything out

	Amount	Month of Expense	Category of Expense
Developing MVP	\$5,500	3	R&D
Legal Fees	\$1,300	1	G&A
<OpEx Customize Me>	\$0	0	R&D
<OpEx Customize Me>	\$0	0	R&D
<OpEx Customize Me>	\$0	0	G&A
<OpEx Customize Me>	\$0	0	G&A

Mo 3 of Year 1

Mo 1 of Year 1

<OpEx Customize Me>	\$0	0	G&A
<OpEx Customize Me>	\$0	0	G&A
<OpEx Customize Me>	\$0	0	G&A

Operating Expense Startup Costs: \$0

For startup costs that are capital expenses, like office build outs and equipment purchases, please see below

Edit

Operating Expenses (OpEx) Assumptions

3-Year Curve Links

Employee & FTE Assumptions

	Year 1	Year 2	Year 3
Payroll Load (Benefits & Taxes)	8%	15%	20%
Annual Salary Increase %		3%	3%
Recruiting Fee % [113]	20%	20%	20%
Recruiting Start Month [114]	15		
Computer & Furniture Cost per New FTE (One-Time) [115]	\$2,500	\$2,600	\$2,700
Month to Start Buying Computer + Furn for Each New FTE [116]	7		

See How

Mo 3 of Year 2

Mo 7 of Year 1

Sales & Marketing Expenses Assumptions (S&M)

	Year 1	Year 2	Year 3
Marketing Spend per Month	\$411,021	\$450,000	\$450,000
Growth in Marketing Spend per Month	0%	0%	0%
Event and Sponsorship Spend per Month	\$0	\$0	\$0
Growth in Event and Sponsorship Spend per Month	5%	5%	5%
S&M Travel per Month	\$0	\$0	\$0
S&M Meals & Entertainment per Month	\$0	\$0	\$0
Extra Sales Commission %	0%	0%	0%
% of Sales with Extra Sales Commission	0%	0%	0%

Sales & Marketing Subscriptions per Month (S&M)

	Year 1	Year 2	Year 3
Emailer Service per Month	\$50	\$200	\$500
Landing Page Service per Month	\$100	\$200	\$300
CRM Subscription per Month	\$20	\$50	\$100
Other S&M Subscription per Month	\$20	\$50	\$100
Other S&M Subscription per Month	\$2,000	\$2,000	\$2,000
S&M Subscriptions per Month	\$2,190	\$2,500	\$3,000
Growth in S&M Subscriptions per Month	0%	0%	0%

Sales & Marketing Consulting per Month (S&M)

	Year 1	Year 2	Year 3
Social Media Expert per Month	\$1,000	\$1,000	\$1,000
SEO (Search Engine Optimization) per Month	\$0	\$0	\$0
SEM (Search Engine Marketing) per Month	\$0	\$0	\$0
Sales Coaching per Month	\$0	\$0	\$0
Public Relations per Month	\$0	\$0	\$0
Other Sales Consulting per Month	\$0	\$0	\$0
S&M Consulting per Month	\$1,000	\$1,000	\$1,000
Growth in S&M Consulting per Month	0%	0%	0%

Research & Development Expenses Assumptions (R&D)

	Year 1	Year 2	Year 3
Outsourced Development Services per Month	\$18,333	\$18,333	\$18,333
Outsourced Testing Services per Month	\$850	\$850	\$850
Growth in Outsourced R&D Services per Month	5%	5%	5%
R&D Travel per Month	\$0	\$0	\$0

Research & Development Subscriptions per Month (R&D)

	Year 1	Year 2	Year 3
R&D Per-Person Subscriptions per Month			
GitHub (per Person per Month)	\$9	\$15	\$21
Other R&D Subscription (per Person per Month)	\$10	\$14	\$19
Other R&D Subscription (per Person per Month)	\$0	\$0	\$0

R&D Team Subscriptions per Month

	Year 1	Year 2	Year 3
Jira (Team per Month)	\$10	\$10	\$100
Other R&D Subscription (Team per Month)	\$20	\$50	\$100
Other R&D Subscription (Team per Month)	\$20	\$50	\$100
R&D Subscriptions per Month	Depends on # of Developers		
Growth in R&D Subscriptions per Month	0%	0%	0%

General & Administrative Expenses Assumptions (G&A)

Security Deposit on Office Rent	\$25,000
---------------------------------	----------

Month You Start Paying Office Rent

6 Mo 6 of Year 1

	Year 1	Year 2	Year 3
Office Rent per Month	\$30,000	\$30,000	\$30,000
Utilities per Month	\$0	\$0	\$0
Phone per Month	\$100	\$500	\$1,500
Software Cost per Person per Month	\$50	\$75	\$100
Office Apps per Person per Month	\$10	\$10	\$10
G&A Consulting per Month	\$0	\$0	\$0
G&A Travel per Month (Overall, not per Person)	\$100	\$200	\$500
G&A Meals & Entertainment per Month (Overall, not per Person)	\$100	\$200	\$500
Education & Training per Person per Month	\$20	\$50	\$100
Office Supplies per Month	\$100	\$200	\$500
Vehicles per Month	\$0	\$0	\$0
Insurance per Month	\$100	\$200	\$500
Misc G&A Expenses per Month	\$250	\$500	\$1,000
Other G&A Expense per Month	\$0	\$0	\$0
Other G&A Expense per Month	\$0	\$0	\$0
Other G&A Expense per Month	\$0	\$0	\$0
Other G&A Expense per Month	\$0	\$0	\$0
G&A per Month	\$30,830	\$31,935	\$34,710
G&A per Year	\$369,960	\$383,220	\$416,520
Growth in G&A Expenses per Month	5%	5%	5%

Selling Expenses per Month

	Year 1	Year 2	Year 3
Credit Card Fee % [117]	2.60%	2.60%	2.60%
Credit Card Fee \$ [118]	\$0.30	\$0.30	\$0.30
% of Sales from Credit Cards	100%	100%	100%
Other Fee Per Sale %	0.00%	0.00%	0.00%
% of Sales with Other Fee	0%	0%	0%

Professional Services Expenses per Month (G&A)

	Year 1	Year 2	Year 3
Legal per Month	\$5,833	\$5,833	\$5,833
Accounting per Month per Month	\$5,500	\$10,000	\$10,000
Bookkeeping per Month	\$500	\$3,000	\$3,000
Cleaning per Month	\$0	\$0	\$0
Other Professional Services per Month	\$0	\$0	\$0
Other Professional Services per Month	\$0	\$0	\$0
Professional Services per Month (G&A)	\$11,833	\$18,833	\$18,833
Professional Services per Year (G&A)	\$141,996	\$225,996	\$225,996
Growth in Professional Services per Month (G&A)	0%	0%	0%



Startup & Ongoing Capital Expenses (CapEx) Assumptions

3-Year Curve [Links](#)

Financing Planning & Analysis

Fundraising Assumptions

Do You Want to Raise Money from Investors? [119]



Investment Assumptions

Amount to be Raised from Investors

Month of Year in Which Money Is Raised

Year 1	Year 2	Year 3
\$ 1,000,000	\$ -	\$ -
1	2	4

10-Second Startup Valuator

Our proven system to know exactly what your startup is worth right now

We're going to use the two pieces of information we know:

- 1) How much money you're raising (already figured out above)
- 2) What % you and/or your investors think that should be worth

How Much Money You're Raising

\$ 1,000,000
10%

Desired Ownership % for Investor(s)

Pre-Money Valuation \$ 9,000,000 << This is how much your company is worth now (before the investment)

Plus the Money You're Raising \$ 1,000,000 << This is how much cash you're raising from investors

Post-Money Valuation \$ 10,000,000 << This is how much your company will be worth after the investment (pre-money valuation + cash raised)

A Different Way to Think About Your Startup Valuation

What Your Startup is Worth Now \$9,000,000 << Your pre-money valuation

How Much Cash You're Raising \$1,000,000 << This is how much cash you're raising from investors

Post Money Valuation \$10,000,000 << Pre-money valuation + cash raised

Implied Investor Ownership % 10.00%

Keep Your Eye on the Exit

Professional investors are looking for home-runs, usually at least 20x for early-stage companies

Feel free to ask your investors what kind of return they're looking for, and enter it here

Exit Multiple Desired by Investors

20x Times initial investment

Exit \$ Required \$ 200,000,000

Borrowing / Loan Assumptions

Do You Want to Borrow Money? (Loans / Lines of Credit) [120]

No

Borrowing / Credit / Loan Assumptions

	Year 1	Year 2	Year 3
EBITDA [121]	\$ 7,253,168	\$ 27,888,040	\$ 51,833,286
Debt Allowance as Multiple of EBITDA [122]	2.5x	2.5x	2.5x
How Much Total Debt Can Your Business Support?	\$ 18,132,921	\$ 69,720,101	\$ 129,583,215
How Much Debt Is Already Outstanding? (Start of Period)	\$ -	\$ -	\$ -
Recommended Debt Allowance [123]	\$ 18,132,921	\$ 69,720,101	\$ 129,583,215
Annual Cash Available to Service Debt (Excl. Financing)	\$ 7,228,168	\$ 27,888,040	\$ 59,061,454

Amount to be Borrowed (Loans)

\$ 25,000 \$ 500,000 \$ 30,000

Month of Year in Which Money Is Borrowed

3 2 1

Interest Rate of Loan

4.275% 4.775% 3.875%

Length of Loan in Months

24 24 24

Monthly Loan Payment

\$ 1,088.69 \$ 21,885.35 \$ 1,301.08

Interest Paid Over Life of Loan

\$ 1,128.46 \$ 25,248.33 \$ 1,225.90

Month You'll Start Paying Back the Loan (Typically 1) [124]

1 1 1

Implied Acquisition Value

	Year 1	Year 2	Year 3	Year 4	Year 5
Subscribers	101,199	189,002	306,926	613,852	982,163
Subscribers Growth Rate		86.8%	62.4%	100.0%	60.0%
Industry / Comparable Acquisition Value per Subscriber			\$11.00		
Implied Value for Sale of Company			\$ 3,376,186	\$ 6,752,372	\$ 10,803,793

Evaluation of This Company as an Investment

Net Present Value

Any Up Front Costs / Investment Not Included in This Model? [126]

\$ -

Cash in Bank at Start of Model (from Assumptions Tab)

\$0

Existing Inventory at Start of Model (from Assumptions Tab)

\$0

Total Invested Before This Model Starts

\$0

Discount Rate for Net Present Value

15.0%

Lack of Liquidity Discount for Valuation

85%

Net Present Value (3-Year w/ Discount Rate) \$ 39,807,696

Valuation (w/ Lack of Liquidity Discount) \$ 5,971,154

IRR & Money-Over-Money Calculations for Investors

Additional Cash In from Founders (Year 4/5)

Year 1	Year 2	Year 3	Yr 4	Yr 5
-	-	-	\$ -	\$ -

Additional Cash In from Investors (Year 4/5) [127]

Cash Flow from Business

Cash Flow from Sale of Company [128]



Include Proceeds from Sale of Company

	-	-	-	\$ 300	\$ 400
\$	7,228	\$ 27,888	\$ 51,833	\$ 103,667	\$ 165,867
\$	-	\$ -	\$ 3,376	\$ 6,752	\$ 10,804
\$	7,228	\$ 27,888	\$ 55,209	\$ 110,719	\$ 177,070

Expected Investor Ownership Stake @ Sale

40%

Investor Returns

Investment	\$ (1,000)	\$ -	\$ -	\$ (300)	\$ (400)
Cash Flow from Business	\$ 7,228	\$ 27,888	\$ 51,833	\$ 103,667	\$ 165,867
Cumulative Investment	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (1,300)	\$ (1,700)
Share of Proceeds from Sale of Company	\$ -	\$ -	\$ 1,350	\$ 2,701	\$ 4,322

Cash Proceeds to Investor each Year

First 3 Years of Cash Flows [129]	\$ (1,000)	\$ -	\$ -	\$ (300)	\$ (400)
Sale at Year 3	\$ (1,000)	\$ -	\$ 1,350		
Sale at Year 4	\$ (1,000)	\$ -	\$ -	\$ 2,401	
Sale at Year 5	\$ (1,000)	\$ -	\$ -	\$ (300)	\$ 3,922

MoM (Based on % Investor Ownership Stake) 1.4x 1.8x 2.3x

IRR % (Based on % Investor Ownership Stake) 16.2% 33.9% 36.9%

Info on Calculating Returns

[How to Calculate a Return on Investment](#)

[What Returns Can I Expect from Startup Investing?](#)

[Read: IRR primer for entrepreneurs](#)

[Calculating the Discount Rate for Discounted Cash Flow](#)

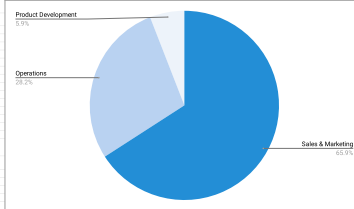
Use of Funds

# of Months to Include in Use of Funds	12	Mo 12 of Year 1
(which automatically defaults to the month before you break even)		
All amounts shown are on the cash basis		

Sales & Marketing	\$ 4,970,531	65.9%
Operations	\$ 2,127,666	28.2%
Product Development	\$ 445,916	5.9%
Capital Expenses	\$ -	0.0%
Manufacturing & Inventory	\$ -	0.0%
Salaries excl. Product	\$ -	0.0%

Total Spend Over 12 Months	\$ 7,544,114	100%
Projected Low Cash Position Over 12 Months	\$ (392,595)	

Advanced Options



Dashboard & Ratios

Likely Case

	Year 1	Year 2	Year 3
Revenue per Year	\$14,562,282	\$36,941,710	\$61,992,361
Total COGS per Year	\$0	\$0	\$0
% Gross Margin	100.00%	100.00%	100.00%
Operating Expenses	\$7,309,114	\$9,053,670	\$10,159,075
Net Profit	\$7,253,168	\$27,888,040	\$51,833,286
% Net Profit Margin	49.81%	75.49%	83.61%

Worst Case

Multiply Revenue By	0.25x		
Multiply COGS By	1.25x		
Multiply Operating Expenses By	1.50x		
Revenue per Year	\$3,640,570	\$9,235,428	\$15,498,090
Total COGS per Year	\$0	\$0	\$0
% Gross Margin	100.00%	100.00%	100.00%
Operating Expenses	\$10,963,670	\$13,580,505	\$15,238,613
Net Profit	-\$7,323,100	-\$4,345,077	\$259,477
% Net Profit Margin	-201.15%	-47.05%	1.67%

Best Case

Multiply Revenue By	1.25x		
Multiply COGS By	1.25x		
Multiply Operating Expenses By	1.00x		
Revenue per Year	\$18,277,452	\$46,177,138	\$77,490,452
Total COGS per Year	\$0	\$0	\$0
% Gross Margin	100.00%	100.00%	100.00%
Operating Expenses	\$7,309,114	\$9,053,670	\$10,159,075
Net Profit	\$10,893,739	\$37,123,468	\$67,331,376
% Net Profit Margin	59.85%	80.39%	86.89%

Global CAC (Customer Acquisition Cost)

Your cost to acquire each customer averaged over each year

Global CAC is defined as total sales & marketing spend incl. salaries divided by number of new customers acquired

These calculations look at all the new customers acquired through your sales funnels

They do not consider repeat customers or secondary lines of business

	Year 1	Year 2	Year 3
Sales & Marketing Spend			
Sales & Marketing Salaries	\$0	\$0	\$0
Sales & Marketing Expenses	\$4,970,531	\$5,442,000	\$5,448,000
Total Sales & Marketing Spend	\$4,970,531	\$5,442,000	\$5,448,000
New Customers Acquired for Primary Revenue Model	134,121	181,758	277,031
Global CAC	\$37	\$30	\$20
Total Revenue	\$14,562,282	\$36,941,710	\$61,992,361
Sales & Marketing Spend as % of Revenue	34.1%	14.7%	8.8%
New Customers Acquired			
Transactions - New Customers	0	0	0
Units - New Customers	0	0	0
Subscriptions - New Customers	134,121	181,758	277,031

Unit Economics

There are two types of unit economics: 1) Per Unit and 2) Per Customer

We calculate Per Unit for the Transactions and Units revenue models

We also calculate Per Customer for the Subscriptions revenue model.

Read: How to Calculate the Two Types of Unit Economics for Your Business

Read: Why Unit Economics (Still) Matter

Read: Contribution Margin: What It Is, How to Calculate It, and Why You Need It

Read: Basic Unit Economics of a Business

[Read](#)[Read](#)[Read](#)[Read](#)

Transactions - Unit Economics

FALSE

Units - Unit Economics

FALSE

Subscriptions - Customer Economics

Subscription revenue models are evaluated per customer.

We calculate the LTV (lifetime value) using the average revenue per user minus COGS

We then compare this to the global CAC (cost to acquire each customer) and look for a ratio greater than 3

We can also see how long it takes each customer to pay back their CAC.

Longer payback periods are more expensive from a cashflow perspective.

Subscriptions - Per Customer - Tier 1	Year 1	Year 2	Year 3
ARPA - Tier 1 [132]	\$14.99	\$19.99	\$19.99
Avg COGS per Account per Month - Tier 1	\$0.00	\$0.00	\$0.00
LTV (Net Lifetime Value per Customer) - Tier 1	\$269.82	\$359.82	\$359.82
vs. Implied Global CAC	\$37.06	\$29.94	\$19.67
Ratio of LTV to CAC for Global CAC	7.3x	12.0x	18.3x
Payback Period in Months	2.5	1.5	1.0

[Read](#)[Read](#)[See How](#)[Read](#)

Basic Breakeven Calculations

Your Primary Revenue Model is Subscriptions

	Year 1	Year 2	Year 3
Transactions: # of Sales Required to Break Even	0	0	0
Transactions: Average Revenue per Sale	0	0	0
Transactions: Average COGS per Sale	0	0	0
Transactions: Gross Profit per Sale	0	0	0
Units: # of Retail Sales Required to Break Even	0	0	0
Units: Average Retail Revenue per Sale	0	0	0
Units: Average COGS per Sale	0	0	0

Units: Gross Profit per Sale	0	0	0
------------------------------	---	---	---

	Year 1	Year 2	Year 3
Units: # of Wholesale Sales Required to Break Even	0	0	0
Units: Average Wholesale Revenue per Sale	0	0	0
Units: Average COGS per Sale	0	0	0
Units: Gross Profit per Sale	0	0	0

	Year 1	Year 2	Year 3
Units: # of Subs Required to Break Even	34,825	37,742	42,351
Subs: Avg Revenue per Account per Year	\$209.88	\$239.88	\$239.88
Subs: Average COGS per Account per Year	\$0.00	\$0.00	\$0.00
Subs: Avg Gross Profit per Account per Year	\$209.88	\$239.88	\$239.88

Annual Operating Expenses	\$7,309,114	\$9,053,670	\$10,159,075
---------------------------	-------------	-------------	--------------

Cash Management Effectiveness

How well are you managing your cash, liquidity, and short-term liabilities.

	Year 1	Year 2	Year 3	
Current Ratio // Working Capital	0	0	0	Info
Quick Ratio (Minus Inventory & Prepaid Expenses)	0.0	0.0	0.0	Info
Accounts Receivable Days	0	0	0	Info
Accounts Payable Days	0	0	0	
Accounts Payable Turnover Times per Year	0.00	0.00	0.00	
Average Accounts Receivable	\$0	\$0	\$0	
Annual Revenue	\$14,562,282	\$36,941,710	\$61,992,361	
Cash on Hand @ End of Year (Incl Financing)	\$8,228,168	\$36,116,208	\$87,949,494	
Cash on Hand @ End of Year (No Financing)	\$7,228,168	\$35,116,208	\$86,949,494	
Current Ratio // Working Capital	<div>Current Assets</div> <div>Current Liabilities</div>			Info
Quick Ratio	<div>Cash + Accounts Receivable</div> <div>Current Liabilities</div>			Info
Accounts Receivable Days =	<div>Average Accounts Receivable * 365 Days</div> <div>Total Revenue</div>			Info
Accounts Payable Days =	<div>365 Days per Year</div> <div>Accounts Payable Turnover</div>			Info
Accounts Payable Turnover =	<div>Total Supplier Purchases</div> <div>Average Accounts Payable</div>			Info

Operating Expense Measures

Looks at your operating expense categories as a % of revenue, which indicates the effectiveness of the business strategy. These OpEx numbers include salaries.

	Year 1	Year 2	Year 3	
Sales & Marketing as % of Revenue	34%	15%	9%	Read
Research & Dev as % of Revenue	3%	1%	1%	
General and Admin as % of Revenue	13%	9%	7%	

Inventory Dashboard

	Year 1	Year 2	Year 3	
Inventory Turnover Times per Year	0.0	0.0	0.0	Info
Average Days of Inventory	0.0	0.0	0.0	
Total COGS per Year	\$0	\$0	\$0	
Average Inventory per Month	\$0	\$0	\$0	
Inventory Turnover Times per Year =	<div>Total COGS per Year</div> <div>Average Inventory per Month</div>			Info
Average Days of Inventory =	<div>365 Days per Year</div> <div>Inventory Turnover Times per Year</div>			Info

— That's It —

I recommend treating this as a living document that you update whenever your business evolves.

It's okay if there are numbers you're not sure about—now you know what you need to figure out :)

Please contact me with any questions or feedback:

[Visit RocketProForma.com](https://www.rocketproforma.com)

Income Statement

Category	Region A										Region B										Region C										Region D									
	Sub-Region A1	Sub-Region A2	Sub-Region A3	Sub-Region A4	Sub-Region A5	Sub-Region A6	Sub-Region A7	Sub-Region A8	Sub-Region A9	Sub-Region A10	Sub-Region B1	Sub-Region B2	Sub-Region B3	Sub-Region B4	Sub-Region B5	Sub-Region B6	Sub-Region B7	Sub-Region B8	Sub-Region B9	Sub-Region B10	Sub-Region C1	Sub-Region C2	Sub-Region C3	Sub-Region C4	Sub-Region C5	Sub-Region C6	Sub-Region C7	Sub-Region C8	Sub-Region C9	Sub-Region C10	Sub-Region D1	Sub-Region D2	Sub-Region D3	Sub-Region D4	Sub-Region D5	Sub-Region D6	Sub-Region D7	Sub-Region D8	Sub-Region D9	Sub-Region D10
Global Performance Overview Q1-Q4 2023																																								
Key Metrics Summary: Total Revenue, Profit, and Growth																																								
Detailed Data: Sales, Marketing, Operations, Finance, HR, IT, Legal, Compliance																																								
Regional Breakdown: North America, Europe, Asia-Pacific, Latin America, Middle East, Africa																																								
Product Line Analysis: Consumer Goods, Industrial, Services, Real Estate, Healthcare, Education																																								
Customer Segments: Retail, Wholesale, Government, Non-Profit, Academic, Research																																								
Geographic Distribution: Urban, Suburban, Rural, Coastal, Inland, Mountain, Desert																																								
Demographic Data: Age, Gender, Income, Education, Ethnicity, Religion																																								
Psychographic Data: Lifestyle, Values, Attitudes, Interests, Hobbies																																								
Behavioral Data: Purchase Frequency, Brand Loyalty, Referral Sources, Churn Rate																																								
Operational Metrics: Production Volume, Inventory Levels, Logistics Efficiency, Quality Control																																								
Financial Performance: Revenue Growth, Profit Margins, Cost Reduction, ROI Analysis																																								
Human Resources: Employee Satisfaction, Training Hours, Turnover Rates, Diversity Metrics																																								
Information Technology: System Uptime, Data Security, Cybersecurity Incidents, IT Spend																																								
Legal & Compliance: Regulatory Changes, Litigation Cases, Audit Findings, Policy Updates																																								
Sustainability & ESG: Carbon Footprint, Renewable Energy, Social Impact, Environmental Stewardship																																								
Future Outlook: Market Trends, Competitive Landscape, Strategic Initiatives, Risk Assessment																																								

Balance Sheet

Balance Sheet		Year 1												Year 2												Year 3												Year 4		
		2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2021	2022	2023
Assets																																								
Cash	\$12,500	\$10,000	\$8,000	\$6,000	\$4,000	\$2,000	\$1,000	\$500	\$250	\$125	\$62	\$31	\$7,500	\$6,000	\$4,500	\$3,000	\$1,500	\$750	\$375	\$187	\$93	\$46	\$23	\$11	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000	\$500	\$250	\$125	\$62	\$31	\$15	\$7	\$3	\$1		
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Prepaid Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Total Current Assets	\$12,500	\$10,000	\$8,000	\$6,000	\$4,000	\$2,000	\$1,000	\$500	\$250	\$125	\$62	\$31	\$7,500	\$6,000	\$4,500	\$3,000	\$1,500	\$750	\$375	\$187	\$93	\$46	\$23	\$11	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000	\$500	\$250	\$125	\$62	\$31	\$15	\$7	\$3	\$1		
Property, Plant, and Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Intangible Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Goodwill	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Land	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Other Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Total Non-Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Total Assets	\$12,500	\$10,000	\$8,000	\$6,000	\$4,000	\$2,000	\$1,000	\$500	\$250	\$125	\$62	\$31	\$7,500	\$6,000	\$4,500	\$3,000	\$1,500	\$750	\$375	\$187	\$93	\$46	\$23	\$11	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000	\$500	\$250	\$125	\$62	\$31	\$15	\$7	\$3	\$1		
Liabilities																																								
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Deferred Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Other Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Equity																																								
Common Stock	\$12,500	\$10,000	\$8,000	\$6,000	\$4,000	\$2,000	\$1,000	\$500	\$250	\$125	\$62	\$31	\$7,500	\$6,000	\$4,500	\$3,000	\$1,500	\$750	\$375	\$187	\$93	\$46	\$23	\$11	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000	\$500	\$250	\$125	\$62	\$31	\$15	\$7	\$3	\$1		
Retained Earnings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Total Equity	\$12,500	\$10,000	\$8,000	\$6,000	\$4,000	\$2,000	\$1,000	\$500	\$250	\$125	\$62	\$31	\$7,500	\$6,000	\$4,500	\$3,000	\$1,500	\$750	\$375	\$187	\$93	\$46	\$23	\$11	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000	\$500	\$250	\$125	\$62	\$31	\$15	\$7	\$3	\$1		

Cash Flow Statement

Cash Flow Statement

Account Name		2021		2022		2023		2024		2025		2026		2027		2028		2029		2030		2031		2032		2033		2034		2035		2036		2037		2038		2039		2040		2041		2042		2043		2044		2045		2046		2047		2048		2049		2050		2051		2052		2053		2054		2055		2056		2057		2058		2059		2060		2061		2062		2063		2064		2065		2066		2067		2068		2069		2070		2071		2072		2073		2074		2075		2076		2077		2078		2079		2080		2081		2082		2083		2084		2085		2086		2087		2088		2089		2090		2091		2092		2093		2094		2095		2096		2097		2098		2099		2100		2101		2102		2103		2104		2105		2106		2107		2108		2109		2110		2111		2112		2113		2114		2115		2116		2117		2118		2119		2120		2121		2122		2123		2124		2125		2126		2127		2128		2129		2130		2131		2132		2133		2134		2135		2136		2137		2138		2139		2140		2141		2142		2143		2144		2145		2146		2147		2148		2149		2150		2151		2152		2153		2154		2155		2156		2157		2158		2159		2160		2161		2162		2163		2164		2165		2166		2167		2168		2169		2170		2171		2172		2173		2174		2175		2176		2177		2178		2179		2180		2181		2182		2183		2184		2185		2186		2187		2188		2189		2190		2191		2192		2193		2194		2195		2196		2197		2198		2199		2200		2201		2202		2203		2204		2205		2206		2207		2208		2209		2210		2211		2212		2213		2214		2215		2216		2217		2218		2219		2220		2221		2222		2223		2224		2225		2226		2227		2228		2229		2230		2231		2232		2233		2234		2235		2236		2237		2238		2239		2240		2241		2242		2243		2244		2245		2246		2247		2248		2249		2250		2251		2252		2253		2254		2255		2256		2257		2258		2259		2260		2261		2262		2263		2264		2265		2266		2267		2268		2269		2270		2271		2272		2273		2274		2275		2276		2277		2278		2279		2280		2281		2282		2283		2284		2285		2286		2287		2288		2289		2290		2291		2292		2293		2294		2295		2296		2297		2298		2299		2300		2301		2302		2303		2304		2305		2306		2307		2308		2309		2310		2311		2312		2313		2314		2315		2316		2317		2318		2319		2320		2321		2322		2323		2324		2325		2326		2327		2328		2329		2330		2331		2332		2333		2334		2335		2336		2337		2338		2339		2340		2341		2342		2343		2344		2345		2346		2347		2348		2349		2350		2351		2352		2353		2354		2355		2356		2357		2358		2359		2360		2361		2362		2363		2364		2365		2366		2367		2368		2369		2370		2371		2372		2373		2374		2375		2376		2377		2378		2379		2380		2381		2382		2383		2384		2385		2386		2387		2388		2389		2390		2391		2392		2393		2394		2395		2396		2397		2398		2399		2400		2401		2402		2403		2404		2405		2406		2407		2408		2409		2410		2411		2412		2413		2414		2415		2416		2417		2418		2419		2420		2421		2422		2423		2424		2425		2426		2427		2428		2429		2430		2431		2432		2433		2434		2435		2436		2437		2438		2439		2440		2441		2442		2443		2444		2445		2446		2447		2448		2449		2450		2451		2452		2453		2454		2455		2456		2457		2458		2459		2460		2461		2462		2463		2464		2465		2466		2467		2468		2469		2470		2471		2472		2473		2474		2475		2476		2477		2478		2479		2480		2481		2482		2483		2484		2485		2486		2487		2488		2489		2490		2491		2492		2493		2494		2495		2496		2497		2498		2499		2500		2501		2502		2503		2504		2505		2506		2507		2508		2509		2510		2511		2512		2513		2514		2515		2516		2517		2518		2519		2520		2521		2522		2523		2524		2525		2526		2527		2528		2529		2530		2531		2532		2533		2534		2535		2536		2537		2538		2539		2540		2541		2542		2543		2544		2545		2546		2547		2548		2549		2550		2551		2552		2553		2554		2555		2556		2557		2558		2559		2560		2561		2562		2563		2564		2565		2566		2567		2568		2569		2570		2571		2572		2573		2574		2575		2576		2577		2578		2579		2580		2581		2582		2583		2584		2585		2586		2587		2588		2589		2590		2591		2592		2593		2594		2595		2596		2597		2598		2599		2600		2601		2602		2603		2604		2605		2606		2607		2608		2609		2610		2611		2612		2613		2614		2615		2616		2617		2618		2619		2620		2621		2622		2623		2624		2625		2626		2627		2628		2629		2630		2631		2632		2633		2634		2635		2636		2637		2638		2639		2640		2641		2642		2643		2644		2645		2646		2647		2648		2649		2650		2651		2652		2653		2654		2655		2656		2657		2658		2659		2660		2661		2662		2663		2664		2665		2666		2667		2668		2669		2670		2671		2672		2673		2674		2675		2676		2677		2678		2679		2680		2681		2682		2683		2684		2685		2686		2687		2688		2689		2690		2691		2692		2693		2694		2695		2696		2697		2698		2699		2700		2701		2702		2703		2704		2705		2706		2707		2708		2709		2710		2711		2712		2713		2714		2715		2716		2717		2718		2719		2720		2721		2722		2723		2724		2725		2726		2727		2728		2729		2730		2731		2732		2733		2734		2735		2736		2737		2738		2739		2740		2741		2742		2743		2744		2745		2746		2747		2748		2749		2750		2751		2752		2753		2754		2755		2756		2757		2758		2759		2760		2761		2762		2763		2764		2765		2766		2767		2768		2769		2770		2771		2772		2773		2774		2775		2776		2777		2778		2779		2780		2781		2782		2783		2784		2785		2786		2787		2788		2789		2790		2791		2792		2793		2794		2795		2796		2797		2798		2799		2800		2801		2802		2803		2804		2805		2806		2807		2808		2809		2810		2811		2812		2813		2814		2815		2816		2817		2818		2819		2820		2821		2822		2823		2824		2825		2826		2827		2828		2829		2830		2831		2832		2833		2834		2835		2836		2837		2838		2839		2840		2841		2842		2843		2844		2845		2846		2847		2848		2849		2850		2851		2852		28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		2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

Customer Calculator

[illegible]

Subscription Sales

Subversion Solar - Summary

Do Your Subscriptions Have a Trial Period?

[illegible]

Data / Advertising Revenue Model

of Purchases Counter

Features - Transition		1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		37		38		39		40		41		42		43		44		45		46		47		48		49		50		51		52		53		54		55		56		57		58		59		60		61		62		63		64		65		66		67		68		69		70		71		72		73		74		75		76		77		78		79		80		81		82		83		84		85		86		87		88		89		90		91		92		93		94		95		96		97		98		99		100		101		102		103		104		105		106		107		108		109		110		111		112		113		114		115		116		117		118		119		120		121		122		123		124		125		126		127		128		129		130		131		132		133		134		135		136		137		138		139		140		141		142		143		144		145		146		147		148		149		150		151		152		153		154		155		156		157		158		159		160		161		162		163		164		165		166		167		168		169		170		171		172		173		174		175		176		177		178		179		180		181		182		183		184		185		186		187		188		189		190		191		192		193		194		195		196		197		198		199		200																																																																																																																																																																																																																																																																																																																																																																
#Features - 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0</

Billable Hours

Transactions—Customers & Revenue Calculator

[illegible]

Marketplace

[illegible]

Growth-Based Value Assumptions

[Are Growth-Based Targets Better?](#)
[Are More Detailed Labels Better?](#)

Months When Growth Exceed Sales, Are Below

Growth-Based Sales Targets per Month	10,000	10,300	10,604	10,912	11,224	11,543	11,867	12,194	12,524	12,857	13,193	13,532	13,874	14,219	14,567	14,918	15,272	15,629	15,989	16,352	16,718	17,087	17,458	17,832	18,209	18,589	18,971	19,355	19,741	20,129	20,519	20,911	21,305	21,701	22,100	22,501	22,904	23,309	23,716	24,125	24,536	24,949	25,364	25,781	26,199	26,619	27,041	27,465	27,891	28,319	28,749	29,181	29,615	30,051	30,489	30,929	31,371	31,815	32,261	32,709	33,159	33,611	34,065	34,521	34,979	35,439	35,901	36,365	36,831	37,299	37,769	38,241	38,715	39,191	39,669	40,149	40,631	41,115	41,601	42,089	42,579	43,071	43,565	44,061	44,559	45,059	45,561	46,065	46,571	47,079	47,589	48,101	48,615	49,131	49,649	50,169	50,691	51,215	51,741	52,269	52,799	53,331	53,865	54,401	54,939	55,479	56,021	56,565	57,111	57,659	58,209	58,761	59,315	59,871	60,429	60,989	61,551	62,115	62,681	63,249	63,819	64,391	64,965	65,541	66,119	66,699	67,281	67,865	68,451	69,039	69,629	70,221	70,815	71,411	72,009	72,609	73,211	73,815	74,421	75,029	75,639	76,251	76,865	77,481	78,099	78,719	79,341	79,965	80,591	81,219	81,849	82,481	83,115	83,751	84,389	85,029	85,671	86,315	86,961	87,609	88,259	88,911	89,565	90,221	90,879	91,539	92,201	92,865	93,531	94,199	94,869	95,541	96,215	96,891	97,569	98,249	98,931	99,615	100,301	100,989	101,679	102,371	103,065	103,761	104,459	105,159	105,861	106,565	107,271	107,979	108,689	109,401	110,115	110,831	111,549	112,269	112,991	113,715	114,441	115,169	115,899	116,631	117,365	118,101	118,839	119,579	120,321	121,065	121,811	122,559	123,309	124,061	124,815	125,571	126,329	127,089	127,851	128,615	129,381	130,149	130,919	131,691	132,465	133,241	134,019	134,799	135,581	136,365	137,151	137,939	138,729	139,521	140,315	141,111	141,909	142,709	143,511	144,315	145,121	145,929	146,739	147,551	148,365	149,181	149,999	150,819	151,641	152,465	153,291	154,119	154,949	155,781	156,615	157,451	158,289	159,129	159,971	160,815	161,661	162,509	163,359	164,211	165,065	165,921	166,779	167,639	168,501	169,365	170,231	171,099	171,969	172,839	173,711	174,585	175,461	176,339	177,219	178,101	178,985	179,871	180,759	181,649	182,541	183,435	184,331	185,229	186,129	187,031	187,935	188,841	189,749	190,659	191,571	192,485	193,399	194,315	195,231	196,149	197,069	197,991	198,915	199,841	200,769	201,699	202,631	203,565	204,501	205,439	206,379	207,321	208,265	209,211	210,159	211,109	212,061	213,015	213,971	214,929	215,889	216,851	217,815	218,781	219,749	220,719	221,691	222,665	223,641	224,619	225,599	226,581	227,565	228,551	229,539	230,529	231,521	232,515	233,511	234,509	235,509	236,511	237,515	238,521	239,529	240,539	241,549	242,561	243,575	244,591	245,609	246,629	247,651	248,675	249,699	250,725	251,751	252,779	253,809	254,841	255,875	256,911	257,949	258,989	260,031	261,075	262,121	263,169	264,219	265,271	266,325	267,381	268,439	269,499	270,561	271,625	272,691	273,759	274,829	275,901	276,975	278,051	279,129	280,209	281,291	282,375	283,461	284,549	285,639	286,731	287,825	288,921	290,019	291,119	292,221	293,325	294,431	295,539	296,649	297,761	298,875	300,000
Commission Sales Over Time	10,000	10,300	10,604	10,912	11,224	11,543	11,867	12,194	12,524	12,857	13,193	13,532	13,874	14,219	14,567	14,918	15,272	15,629	15,989	16,352	16,718	17,087	17,458	17,832	18,209	18,589	18,971	19,355	19,741	20,129	20,519	20,911	21,305	21,701	22,100	22,501	22,904	23,309	23,716	24,125	24,536	24,949	25,364	25,781	26,199	26,619	27,041	27,465	27,891	28,319	28,749	29,181	29,615	30,051	30,489	30,929	31,371	31,815	32,261	32,709	33,159	33,611	34,065	34,521	34,979	35,439	35,901	36,365	36,831	37,299	37,769	38,241	38,715	39,191	39,669	40,149	40,631	41,115	41,601	42,089	42,579	43,071	43,565	44,061	44,559	45,059	45,561	46,065	46,571	47,079	47,589	48,101	48,615	49,131	49,649	50,169	50,691	51,215	51,741	52,269	52,799	53,331	53,865	54,401	54,939	55,479	56,021	56,565	57,111	57,659	58,209	58,761	59,315	59,871	60,429	60,989	61,551	62,115	62,681	63,249	63,819	64,391	64,965	65,541	66,119	66,699	67,281	67,865	68,451	69,039	69,629	70,221	70,815	71,411	72,009	72,609	73,211	73,815	74,421	75,029	75,639	76,251	76,865	77,481	78,099	78,719	79,341	79,965	80,591	81,219	81,849	82,481	83,115	83,751	84,389	85,029	85,671	86,315	86,961	87,609	88,259	88,911	89,565	90,221	90,879	91,539	92,201	92,865	93,531	94,199	94,869	95,541	96,215	96,891	97,569	98,249	98,931	99,615	100,301	100,989	101,679	102,371	103,065	103,761	104,459	105,159	105,861	106,565	107,271	107,979	108,689	109,401	110,115	110,831	111,549	112,269	112,991	113,715	114,441	115,169	115,899	116,631	117,365	118,101	118,839	119,579	120,321	121,065	121,811	122,559	123,309	124,061	124,815	125,571	126,329	127,089	127,851	128,615	129,381	130,149	130,919	131,691	132,465	133,241	134,019	134,799	135,581	136,365	137,151	137,939	138,729	139,521	140,315	141,111	141,909	142,709	143,511	144,315	145,121	145,929	146,739	147,551	148,365	149,181	149,999	150,819	151,641	152,465	153,291	154,119	154,949	155,781	156,615	157,451	158,289	159,129	159,971	160,815	161,661	162,509	163,359	164,211	165,065	165,921	166,779	167,639	168,501	169,365	170,231	171,099	171,969	172,839	173,711	174,585	175,461	176,339	177,219	178,101	178,985	179,871	180,759	181,649	182,541	183,435	184,331	185,229	186,129	187,031	187,935	188,841	189,749	190,659	191,571	192,485	193,399	194,315	195,231	196,149	197,069	197,991	198,915	199,841	200,769	201,699	202,631	203,565	204,501	205,439	206,379	207,321	208,265	209,211	210,159	211,109	212,061	213,015	213,971	214,929	215,889	216,851	217,815	218,781	219,749	220,719	221,691	222,665	223,641	224,619	225,599	226,581	227,565	228,551	229,539	230,529	231,521	232,515	233,511	234,509	235,509	236,511	237,515	238,521	239,529	240,539	241,549	242,561	243,575	244,591	245,609	246,629	247,651	248,675	249,699	250,725	251,751	252,779	253,809	254,841	255,875	256,911	257,949	258,989	260,031	261,075	262,121	263,169	264,219	265,271	266,325	267,381	268,439	269,499	270,561	271,625	272,691	273,759	274,829	275,901	276,975	278,051	279,129	280,209	281,291	282,375	283,461	284,549	285,639	286,731	287,825	288,921	290,019	291,119	292,221	293,325	294,431	295,539	296,649	297,761	298,875	300,000

Year and Month Calculator

Year Names Configured in Exemplars Tab

Lookup Start Month
Lookup # of Months in First Year

Used to Calculate the Years and Months

Completed on Examination Date	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Year 21	Year 22	Year 23	Year 24	Year 25	Year 26	Year 27	Year 28	Year 29	Year 30	Year 31	Year 32	Year 33	Year 34	Year 35	Year 36	Year 37	Year 38	Year 39	Year 40	Year 41	Year 42	Year 43	Year 44	Year 45	Year 46	Year 47	Year 48	Year 49	Year 50	Year 51	Year 52	Year 53	Year 54	Year 55	Year 56	Year 57	Year 58	Year 59	Year 60	Year 61	Year 62	Year 63	Year 64	Year 65	Year 66	Year 67	Year 68	Year 69	Year 70	Year 71	Year 72	Year 73	Year 74	Year 75	Year 76	Year 77	Year 78	Year 79	Year 80	Year 81	Year 82	Year 83	Year 84	Year 85	Year 86	Year 87	Year 88	Year 89	Year 90	Year 91	Year 92	Year 93	Year 94	Year 95	Year 96	Year 97	Year 98	Year 99	Year 100	Year 101	Year 102	Year 103	Year 104	Year 105	Year 106	Year 107	Year 108	Year 109	Year 110	Year 111	Year 112	Year 113	Year 114	Year 115	Year 116	Year 117	Year 118	Year 119	Year 120	Year 121	Year 122	Year 123	Year 124	Year 125	Year 126	Year 127	Year 128	Year 129	Year 130	Year 131	Year 132	Year 133	Year 134	Year 135	Year 136	Year 137	Year 138	Year 139	Year 140	Year 141	Year 142	Year 143	Year 144	Year 145	Year 146	Year 147	Year 148	Year 149	Year 150	Year 151	Year 152	Year 153	Year 154	Year 155	Year 156	Year 157	Year 158	Year 159	Year 160	Year 161	Year 162	Year 163	Year 164	Year 165	Year 166	Year 167	Year 168	Year 169	Year 170	Year 171	Year 172	Year 173	Year 174	Year 175	Year 176	Year 177	Year 178	Year 179	Year 180	Year 181	Year 182	Year 183	Year 184	Year 185	Year 186	Year 187	Year 188	Year 189	Year 190	Year 191	Year 192	Year 193	Year 194	Year 195	Year 196	Year 197	Year 198	Year 199	Year 200	Year 201	Year 202	Year 203	Year 204	Year 205	Year 206	Year 207	Year 208	Year 209	Year 210	Year 211	Year 212	Year 213	Year 214	Year 215	Year 216	Year 217	Year 218	Year 219	Year 220	Year 221	Year 222	Year 223	Year 224	Year 225	Year 226	Year 227	Year 228	Year 229	Year 230	Year 231	Year 232	Year 233	Year 234	Year 235	Year 236	Year 237	Year 238	Year 239	Year 240	Year 241	Year 242	Year 243	Year 244	Year 245	Year 246	Year 247	Year 248	Year 249	Year 250	Year 251	Year 252	Year 253	Year 254	Year 255	Year 256	Year 257	Year 258	Year 259	Year 260	Year 261	Year 262	Year 263	Year 264	Year 265	Year 266	Year 267	Year 268	Year 269	Year 270	Year 271	Year 272	Year 273	Year 274	Year 275	Year 276	Year 277	Year 278	Year 279	Year 280	Year 281	Year 282	Year 283	Year 284	Year 285	Year 286	Year 287	Year 288	Year 289	Year 290	Year 291	Year 292	Year 293	Year 294	Year 295	Year 296	Year 297	Year 298	Year 299	Year 300	Year 301	Year 302	Year 303	Year 304	Year 305	Year 306	Year 307	Year 308	Year 309	Year 310	Year 311	Year 312	Year 313	Year 314	Year 315	Year 316	Year 317	Year 318	Year 319	Year 320	Year 321	Year 322	Year 323	Year 324	Year 325	Year 326	Year 327	Year 328	Year 329	Year 330	Year 331	Year 332	Year 333	Year 334	Year 335	Year 336	Year 337	Year 338	Year 339	Year 340	Year 341	Year 342	Year 343	Year 344	Year 345	Year 346	Year 347	Year 348	Year 349	Year 350	Year 351	Year 352	Year 353	Year 354	Year 355	Year 356	Year 357	Year 358	Year 359	Year 360	Year 361	Year 362	Year 363	Year 364	Year 365	Year 366	Year 367	Year 368	Year 369	Year 370	Year 371	Year 372	Year 373	Year 374	Year 375	Year 376	Year 377	Year 378	Year 379	Year 380	Year 381	Year 382	Year 383	Year 384	Year 385	Year 386	Year 387	Year 388	Year 389	Year 390	Year 391	Year 392	Year 393	Year 394	Year 395	Year 396	Year 397	Year 398	Year 399	Year 400	Year 401	Year 402	Year 403	Year 404	Year 405	Year 406	Year 407	Year 408	Year 409	Year 410	Year 411	Year 412	Year 413	Year 414	Year 415	Year 416	Year 417	Year 418	Year 419	Year 420	Year 421	Year 422	Year 423	Year 424	Year 425	Year 426	Year 427	Year 428	Year 429	Year 430	Year 431	Year 432	Year 433	Year 434	Year 435	Year 436	Year 437	Year 438	Year 439	Year 440	Year 441	Year 442	Year 443	Year 444	Year 445	Year 446	Year 447	Year 448	Year 449	Year 450	Year 451	Year 452	Year 453	Year 454	Year 455	Year 456	Year 457	Year 458	Year 459	Year 460	Year 461	Year 462	Year 463	Year 464	Year 465	Year 466	Year 467	Year 468	Year 469	Year 470	Year 471	Year 472	Year 473	Year 474	Year 475	Year 476	Year 477	Year 478	Year 479	Year 480	Year 481	Year 482	Year 483	Year 484	Year 485	Year 486	Year 487	Year 488	Year 489	Year 490	Year 491	Year 492	Year 493	Year 494	Year 495	Year 496	Year 497	Year 498	Year 499	Year 500	Year 501	Year 502	Year 503	Year 504	Year 505	Year 506	Year 507	Year 508	Year 509	Year 510	Year 511	Year 512	Year 513	Year 514	Year 515	Year 516	Year 517	Year 518	Year 519	Year 520	Year 521	Year 522	Year 523	Year 524	Year 525	Year 526	Year 527	Year 528	Year 529	Year 530	Year 531	Year 532	Year 533	Year 534	Year 535	Year 536	Year 537	Year 538	Year 539	Year 540	Year 541	Year 542	Year 543	Year 544	Year 545	Year 546	Year 547	Year 548	Year 549	Year 550	Year 551	Year 552	Year 553	Year 554	Year 555	Year 556	Year 557	Year 558	Year 559	Year 560	Year 561	Year 562	Year 563	Year 564	Year 565	Year 566	Year 567	Year 568	Year 569	Year 570	Year 571	Year 572	Year 573	Year 574	Year 575	Year 576	Year 577	Year 578	Year 579	Year 580	Year 581	Year 582	Year 583	Year 584	Year 585	Year 586	Year 587	Year 588	Year 589	Year 590	Year 591	Year 592	Year 593	Year 594	Year 595	Year 596	Year 597	Year 598	Year 599	Year 600	Year 601	Year 602	Year 603	Year 604	Year 605	Year 606	Year 607	Year 608	Year 609	Year 610	Year 611	Year 612	Year 613	Year 614	Year 615	Year 616	Year 617	Year 618	Year 619	Year 620	Year 621	Year 622	Year 623	Year 624	Year 625	Year 626	Year 627	Year 628	Year 629	Year 630	Year 631	Year 632	Year 633	Year 634	Year 635	Year 636	Year 637	Year 638	Year 639	Year 640	Year 641	Year 642	Year 643	Year 644	Year 645	Year 646	Year 647	Year 648	Year 649	Year 650	Year 651	Year 652	Year 653	Year 654	Year 655	Year 656	Year 657	Year 658	Year 659	Year 660	Year 661	Year 662	Year 663	Year 664	Year 665	Year 666	Year 667	Year 668	Year 669	Year 670	Year 671	Year 672	Year 673	Year 674	Year 675	Year 676	Year 677	Year 678	Year 679	Year 680	Year 681	Year 682	Year 683	Year 684	Year 685	Year 686	Year 687	Year 688	Year 689	Year 690	Year 691	Year 692	Year 693	Year 694	Year 695	Year 696	Year 697	Year 698	Year 699	Year 700	Year 701	Year 702	Year 703	Year 704	Year 705	Year 706	Year 707	Year 708	Year 709	Year 710	Year 711	Year 712	Year 713	Year 714	Year 715	Year 716	Year 717	Year 718	Year 719	Year 720	Year 721	Year 722	Year 723	Year 724	Year 725	Year 726	Year 727	Year 728	Year 729	Year 730	Year 731	Year 732	Year 733	Year 734	Year 735	Year 736	Year 737	Year 738	Year 739	Year 740	Year 741	Year 742	Year 743	Year 744	Year 745	Year 746	Year 747	Year 748	Year 749	Year 750	Year 751	Year 752	Year 753	Year 754	Year 755	Year 756	Year 757	Year 758	Year 759	Year 760	Year 761	Year 762	Year 763	Year 764	Year 765	Year 766	Year 767	Year 768	Year 769	Year 770	Year 771	Year 772	Year 773	Year 774	Year 775	Year 776	Year 777	Year 778	Year 779	Year 780	Year 781	Year 782	Year 783	Year 784	Year 785	Year 786	Year 787	Year 788	Year 789	Year 790	Year 791	Year 792	Year 793	Year 794	Year 795	Year 796	Year 797	Year 798	Year 799	Year 800	Year 801	Year 802	Year 803	Year 804	Year 805	Year 806	Year 807	Year 808	Year 809	Year 810	Year 811	Year 812	Year 813	Year 814	Year 815	Year 816	Year 817	Year 818	Year 819	Year 820	Year 821	Year 822	Year 823	Year 824	Year 825	Year 826	Year 827	Year 828	Year 829	Year 830	Year 831	Year 832	Year 833	Year 834	Year 835	Year 836	Year 837	Year 838	Year 839	Year 840	Year 841	Year 842	Year 843	Year 844	Year 845	Year 846	Year 847	Year 848	Year 849	Year 850	Year 851	Year 852	Year 853	Year 854	Year 855	Year 856	Year 857	Year 858	Year 859	Year 860	Year 861	Year 862	Year 863	Year 864	Year 865	Year 866	Year 867	Year 868	Year 869	Year 870	Year 871	Year 872	Year 873	Year 874	Year 875	Year 876	Year 877	Year 878	Year 879	Year 880	Year 881	Year 882	Year 883	Year 884	Year 885	Year 886	Year 887	Year 888	Year 889	Year 890	Year 891	Year 892	Year 893	Year 894	Year 895	Year 896	Year 897	Year 898	Year 899	Year 900	Year 901	Year 902	Year 903	Year 904	Year 905	Year 906	Year 907	Year 908	Year 909	Year 910	Year 911	Year 912	Year 913	Year 914	Year 915	Year 916	Year 917	Year 918	Year 919	Year 920	Year 921	Year 922	Year 923	Year 924	Year 925	Year 926	Year 927	Year 928	Year 929	Year 930	Year 931	Year 932	Year 933	Year 934	Year 935	Year 936	Year 937	Year 938	Year 939	Year 940	Year 941	Year 942	Year 943	Year 944	Year 945	Year 946	Year 947	Year 948	Year 949	Year 950	Year 951	Year 952	Year 953	Year 954	Year 955	Year 956	Year 957	Year 958	Year 959	Year 960	Year 961	Year 962	Year 963	Year 964	Year 965	Year 966	Year 967	Year 968	Year 969	Year 970	Year 971	Year 972	Year 973	Year 974	Year 975	Year 976	Year 977	Year 978	Year 979	Year 980	Year 981	Year 982	Year 983	Year 984	Year 985	Year 986	Year 987	Year 988	Year 989	Year 990	Year 991	Year 992	Year 993	Year 994	Year 995	Year 996	Year 997	Year 998	Year 999	Year 1000
Exam Year for Each Month - 10																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

Downloaded from <http://ajph.org/> at University of California, San Diego on June 11, 2015

Key Metrics Calculations
Global CAC

Salaries & Marketing Expenses
Salaries & Marketing Salaries

Sales & Marketing Expenses		Total Sales & Marketing Expenses
Advertising		
Commissions		
Freight		
Insurance		
Interest		
Postage		
Repairs		
Salaries		
Taxes		
Travel		
Utilities		
Wages		
Other		
Total		

Transactions - New Customers
Marketplace - New Sellers

- Marketplace - New Buyers
- Units - New Customers
- Subscriptions - New Customers

Customers to Use to Calculate CAC (Primary Blue Model)

Page 10

[1] If you have any of this left as cash on hand, please include in Current / Starting Cash in Bank above

[2] Quick reminder to be careful when editing percentages since Google Sheets has a bug

[3] This allows you to delay repaying the loan for any number of months.

[4] Decide if you're building this financial model to run your business starting today OR if this is meant to define your game plan once you've raised money. This choice will affect all of your assumptions in this model.

[5] These are one-time transactions or services for which you're not manufacturing anything or holding inventory

[6] You need to account for some combination of inventory, returns, and/or manufacturing

[7] These are monthly or annual subscriptions

[8] Enter whatever you call them (like Rides, In-App Purchases, Services, Virtual Goods, Transactions, etc.)

[9] You can correct the plural by typing here if we don't do a good job guessing.

[10] Enter whatever you call them (like Units, Devices, Widgets, SKUs, Items, etc.).

[11] You can correct the plural by typing here if we don't do a good job guessing.

[12] This is only available if you've activated more than one business model above.

[13] Your main sales funnels default to the first biz model if you have activated more than one biz model

[14] This is only available if you have activated more than one business model

[15] This is just to confirm that your sales funnels are driving sales to the correct primary business model

[16] For transactions that lead to hardware sales

[17] For transactions that lead to subscriptions (like Uber with single rides & Ride Pass monthly subscriptions)

[18] For hardware that leads to transactions (like postage stamp meters)

[19] For hardware that leads to subscriptions (like Nest or Ring)

[20] For subscriptions that lead to transactions ()

[21] For subscriptions that lead to unit sales ()

[22] Services Business Model Assumptions are available or greyed out depending on if

you chose this business model

[23] This model handles up to 3 tiers of Services / Transactions
Tier 1 pricing is always active

[24] This percentage is set automatically based on how you allocate Tier 2 and Tier 3 %
s below

[25] What % of your customers will buy your Tier 2 services (if active)?

[26] What % of your customers will buy your Tier 3 services (if active)?

[27] What % of your customers will buy your Tier 3 services (if active)?

[28] Based on the start month of each tier, along with which tiers are active.

[29] Services Business Model Assumptions are available or greyed out depending on if
you chose this business model

[30] Average sale amount for Tier 1 (GMV = Gross Merchandise Value). You can enter
averages like Gross Merchandise Value if you have more than 3 tiers of Services /
Transactions

[31] This factors in the average of any coupons or promotions you offer your customers

[32] Factors in % of revenue collected by app store (set below)
Remember to turn off the app store if you're not using it, since this dramatically affects
your GMV!\.

[33] Average sale amount for Tier 2 (GMV = Gross Merchandise Value). You can enter
averages like Gross Merchandise Value if you have more than 3 tiers of Services /
Transactions

[34] Factors in % of revenue collected by app store (set below)

[35] Average sale amount for Tier 3 (GMV = Gross Merchandise Value). You can enter
averages like Gross Merchandise Value if you have more than 3 tiers of Services /
Transactions

[36] Factors in % of revenue collected by app store (set below)

[37] This is set in the sales funnel assumptions below

[38] This is set in the sales funnel assumptions below

[39] This is set in the sales funnel assumptions below

[40] Services Business Model Assumptions are available or greyed out depending on if
you chose this business model

[41] This can dramatically affect the number of transactions on your Marketplace if there
is a big difference between the number of available sellers and the number of available
buyers.

[42] Minimum is 1

Use the setting above if sellers only list every few months (or only once).

[43] How long do listings typically sit on the marketplace until someone completes them?

[44] Optional percentage of listings which never complete on your marketplace and are therefore canceled.

[45] This can include multiple campaigns in multiple channels (Google Ads + SEO + PR, for example)

[46] This can include multiple campaigns in multiple channels (Google Ads + FB Ads + PR, for example)

Please note that this will be slightly off due to churn.

[47] Optional.

You can set this to \$0 if you don't want to include a cost to acquire each Buyer

[48] This can include multiple campaigns in multiple channels (Google Ads + SEO + PR, for example)

[49] This can include multiple campaigns in multiple channels (Google Ads + FB Ads + PR, for example)

[50] This can include multiple campaigns in multiple channels (Google Ads + SEO + PR, for example)

[51] This can include multiple campaigns in multiple channels (Google Ads + FB Ads + PR, for example)

[52] Enter one average across all of your different channels for paid ads

[53] This can include multiple campaigns in multiple channels (Google Ads + SEO + PR, for example)

[54] Unit (Hardware) Business Model Assumptions are available or greyed out depending on if you chose this business model above

[55] This percentage is set automatically based on how you allocate Tier 2 and Tier 3 %s below

[56] What % of your customers will buy your Tier 2 units (if active)?

[57] What % of your customers will buy your Tier 3 units (if active)?

[58] Calculated from Hardware COGS section below

[59] Calculated from Hardware COGS section below

[60] Calculated from Hardware COGS section below

[61] Based on the start month of each tier, along with which tiers are active.

[62] This is set in the sales funnel assumptions below

[63] This is set in the sales funnel assumptions below

[64] Factors in % of revenue collected by marketplace like Amazon (set below)

[65] Factors in % of revenue collected by marketplace like Amazon (set below)

[66] Avg \$ Received per Wholesale (Mktplce, Discount, Setup) - Tier 1

[67] Avg \$ Received per Wholesale (Mktplce, Discount, Setup) - Tier 1

[68] Avg \$ Received per Wholesale (Mktplce, Discount, Setup) - Tier 1

[69] Avg \$ Received per Wholesale (Mktplce, Discount, Setup) - Tier 1

[70] Subscription Business Model Assumptions are available or greyed out depending on if you chose this business model

[71] Tier 1 subscriptions are always active. You can charge for Tier 1 OR it can be your freemium entry point

[72] Activate second pricing tier for subscriptions here

[73] Activate third pricing tier for subscriptions here

[74] Based on the start month of each tier, along with which tiers are active.

[75] This percentage is set automatically based on how you allocate Tier 2 and Tier 3 %s below

[76] What % of your customers will buy your Tier 2 subscriptions (if active)?

[77] What % of your customers will buy your Tier 3 subscriptions (if active)?

[78] Set to zero if no trial—meaning that everyone converts to a (paid) subscriber

[79] This has a powerful effect on your financials

[80] Otherwise you may underestimate how much money you need to raise—if you sell fewer annual subscriptions than you were expecting.

[81] You can sell 100% annual subscriptions, 100% monthly subscriptions, or any combination of both.

[82] Otherwise you may underestimate how much money you need to raise—if you sell fewer annual subscriptions than you were expecting.

[83] This has a powerful effect on your revenue

[84] Formula for monthly churn = one divided by the average user lifespan in months

[85] Formula for annual churn is NOT 12x monthly. See tip #7 here: <http://chaotic-flow.com/saas-metrics-faqs-what-is-churn/>

[86] Otherwise you may underestimate how much money you need to raise—if you sell fewer annual subscriptions than you were expecting.

[87] Set Tier 1 subscription price to \$0 for freemium models

[88] Set Tier 1 subscription price to \$0 for freemium models

[89] Factors in % of revenue collected by app store (set below)

[90] Factors in % of revenue collected by app store (set below)

[91] Blended Average Monthly Subscription Price for Tier 1 across monthly and annual rates

[92] The rule of thumb is to get this to at least 3. Meaning you want your LTV to be at least 3 times your cost to acquire each customer.

[93] Factors in % of revenue collected by app store (set below)

[94] Factors in % of revenue collected by app store (set below)

[95] The rule of thumb is to get this to at least 3. Meaning you want your LTV to be at least 3 times your cost to acquire each customer.

[96] Factors in % of revenue collected by app store (set below)

[97] Factors in % of revenue collected by app store (set below)

[98] The rule of thumb is to get this to at least 3. Meaning you want your LTV to be at least 3 times your cost to acquire each customer.

[99] If you have more than one biz model active you can choose this in "Sales Funnels Drive Primary Business Model(s)" above

[100] This is a chart of your sales growth across the three years. If there's a cliff at the beginning it's because you don't start selling in month one.

[101] Please enter a number larger than zero, because this is the seed of the growth across all three years.

[102] Use these three growth numbers to target the # of sales and amount of revenue you want to earn in each year. It's easy once you get the hang of it.

[103] This is a chart of your sales growth across the three years. If there's a cliff at the beginning it's because you don't start selling in month one.

[104] This is based on the Start Month for Sales (which is set above in your primary revenue model)

[105] Please note this includes repeat customers for the first two biz models (Transactions & Units), but does not include monthly and annual renewals if subscriptions is your primary business model

[106] This captures additional revenue from other sources (in case you have any)—

otherwise just leave at zero

[107] Zero = You immediately collect payment (via credit card)

1 = Customers take about 30 days to pay you

2 = Customers take about 60 days to pay you

3 = Customers take about 90 days to pay you

[108] Zero = You immediately collect payment (via credit card)

1 = Customers take about 30 days to pay you

2 = Customers take about 60 days to pay you

3 = Customers take about 90 days to pay you

[109] Zero = You immediately collect payment (via credit card)

1 = Customers take about 30 days to pay you

2 = Customers take about 60 days to pay you

3 = Customers take about 90 days to pay you

[110] Zero = You immediately collect payment (via credit card)

1 = Customers take about 30 days to pay you

2 = Customers take about 60 days to pay you

3 = Customers take about 90 days to pay you

[111] Only if you have employees you bill out at an hourly rate AND you explicitly set these up in the Hiring Plan tab.

Zero = You immediately collect payment (via credit card)

1 = Customers take about 30 days to pay you

2 = Customers take about 60 days to pay you

3 = Customers take about 90 days to pay you

[112] Zero = You immediately pay your bills

1 = You take about 30 days to pay your bills

2 = You take about 60 days to pay your bills

[113] Typical recruiting fees range from 15% to 25% of an employees annual salary.

[114] Some startups know who they'll hire first, and only start using recruiters later

[115] This is a one-time purchase for each new hire.

[116] Founders may already have the computers and furniture they need, so this typically doesn't start on month 1 (but you can start it in any month you'd like)

[117] This is in addition to the Credit Card Fee \$ below (so just zero this out if you aren't charged a % for credit card transactions)

[118] This is *in addition* to the Credit Card Fee % above (so just zero this out if you aren't charged a \$ fee for credit card transactions)

[119] Turns raising money on/off for this model—You can change your mind at any time

[120] Turns borrowing money on/off for this model—You can change your mind at any time

[121] EBITDA is automatically copied from the Income Statement

[122] Banks are typically looking for 2 to 3 times EBITDA coverage for debt

[123] Banks usually also want to see either 2 years of history or assets that can be used for collateral

[124] 1 is start paying back immediately (typical approach), 37 is effectively never because this financial model only has 36 months

[125] You will need to research the correct range for your industry and size / stage of business.

[126] How much of your own + investor money had you already sunk into this business before month 1 of this financial model? Used to evaluate the return on the total investment.

[127] We take the negative of the amount in the Cash Flow Statement because this represents money put into the company.

[128] Calculated in section above

[129] Assumes no cash distributions to investors

[130] This can be less than the total Contract headcount—based on the checkboxes in Column F

[131] Sales funnels drive customers in to the primary biz model, so we'll only use those new customers to calculate the CAC.

The secondary biz models use a subset of the same customers, so we exclude customers of secondary biz models from the CAC calculations.

[132] ARPA = Average Revenue per Account per Month

[133] Set using the "Classify Credit Card Expenses as COGS" in the Assumptions tab.
(Only available if all 3 years have 100% "% of Sales from Credit Cards")
(And please check with your accountant before classifying credit card expenses as COGS)

[134] This value will be negative when AR increases and therefore reduces cash flow into the business.

[135] This value will be positive when Deferred Revenue increases and therefore increases cash flow into the business.

[136] MRR will differ from subscription revenue if there are setup fees, otherwise it will be the same.

[137] Handles situations where fiscal year doesn't start in January

[138] Highlight the chosen start month relative to 12 months (not relative to months displayed just above)

[139] Calculate the correct order of the months based on the start month