

SaaS Financial Mod

All grey cells are inputs. Yellow cells are derived. Formula methodology: Annual

PRICING TIERS

Tier	Monthly Price (\$)	Annual Price (\$)
Starter	49.00	490.00
Growth	149.00	1,490.00
Professional	349.00	3,490.00
Enterprise	999.00	9,990.00

GROWTH & UNIT ECONOMICS

Parameter	Value	Unit
Monthly New Customer Growth %	8.00%	%
Monthly Churn Rate %	3.00%	%
Customer Acquisition Cost (CAC)	450.00	\$
Avg Revenue Per User / Mo (ARPU)	199.00	\$
Initial New Customers (Month 1)	15	#
Initial Existing Customers	85	#
Gross Margin %	75.00%	%

el — Assumptions

plans prorated ÷12; Monthly plans used as-is.

Seats Included	Customer Tiers
1	Email
5	Chat + Email
15	Priority
50	Dedicated CS M

Notes
New customers added each month grow at this rate
% of customers lost each month
All-in marketing + sales cost per new customer
Blended ARPU across all tiers
New customers acquired in Month 1
Customers already active at model start
Contribution margin after COGS

SaaS Fir

Formulas reference Assumptions sheet. New MRR = new customers × ARPU. Churned MRR = churned customers × ARPU

#	Month	New Customers	Churned Customers	Ending Customers	New MRR (\$)
1	Jan	15	3	97	2,985
2	Feb	16	3	110	3,184
3	Mar	17	3	124	3,383
4	Apr	18	4	138	3,582
5	May	19	4	153	3,781
6	Jun	21	5	169	4,179
7	Jul	23	5	187	4,577
8	Aug	25	6	206	4,975
9	Sep	27	6	227	5,373
10	Oct	29	7	249	5,771
11	Nov	31	7	273	6,169
12	Dec	33	8	298	6,567
TOTAL / FINAL		274	61	298	54,526

Financial Model — Monthly Build (12 Months)

J. Ending MRR = Beginning MRR + New MRR – Churned MRR.

Churned MRR (\$)	Beginning MRR (\$)	Ending MRR (\$)	MoM Growth %	CAC Spend (\$)	CAC Payback (mo)
597	16,915	19,303	N/A	6,750	3.0
597	19,303	21,890	13.4%	7,200	3.0
597	21,890	24,676	12.7%	7,650	3.0
796	24,676	27,462	11.3%	8,100	3.0
796	27,462	30,447	10.9%	8,550	3.0
995	30,447	33,631	10.5%	9,450	3.0
995	33,631	37,213	10.7%	10,350	3.0
1,194	37,213	40,994	10.2%	11,250	3.0
1,194	40,994	45,173	10.2%	12,150	3.0
1,393	45,173	49,551	9.7%	13,050	3.0
1,393	49,551	54,327	9.6%	13,950	3.0
1,592	54,327	59,302	9.2%	14,850	3.0
12,139		59,302		123,300	

Cum. Revenue (\$)	Notes
19,303	
41,193	
65,869	
93,331	
123,778	
157,409	
194,622	
235,616	
280,789	
330,340	
384,667	
443,969	
443,969	

SaaS Financial Model — Executive

KPIs reference Monthly Build. All formulas are auditable.

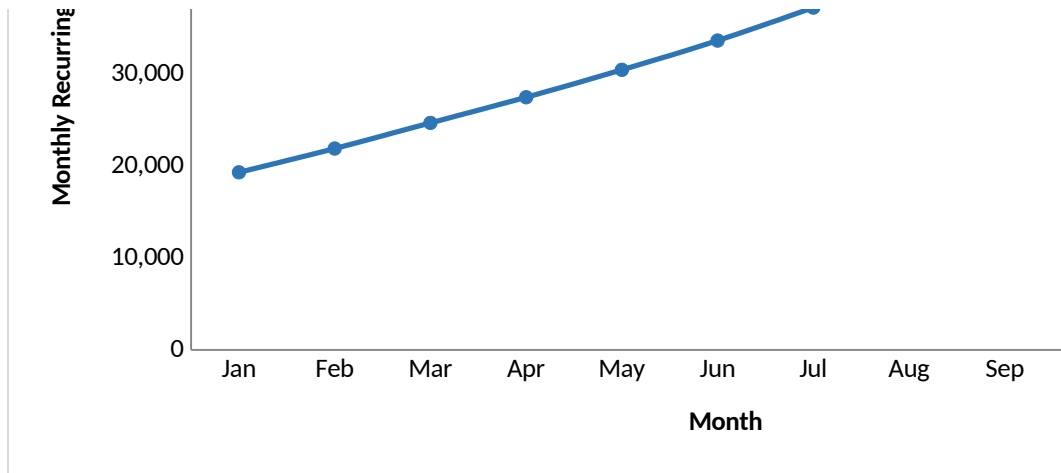
Annual Recurring Revenue (ARR)	Ending MRR (Month 12)	Total Customer
\$711,624	\$59,302	298
CAC Payback Period	Monthly Churn Rate	Blended CAC
3.0 mo	3.0%	\$19,303

MONTH-BY-MONTH SUMMARY

Month	Ending MRR (\$)	ARR (\$)	Total Customers	New MRR (\$)
Jan	19,303	231,636	97	2,985
Feb	21,890	262,680	110	3,184
Mar	24,676	296,112	124	3,383
Apr	27,462	329,544	138	3,582
May	30,447	365,364	153	3,781
Jun	33,631	403,572	169	4,179
Jul	37,213	446,556	187	4,577
Aug	40,994	491,928	206	4,975
Sep	45,173	542,076	227	5,373
Oct	49,551	594,612	249	5,771
Nov	54,327	651,924	273	6,169
Dec	59,302	711,624	298	6,567

MRR Growth Over 12 Months





Methodology: Ending MRR = Beginning MRR + (New Customers × ARPU) – (Churned Customers × ARPU). ARR = Ending MRR
Assumptions sheet.

Summary

Users (Month 12)

98

ed ARPU

9.00

Churned MRR (\$)	CAC Spend (\$)	CAC Payback (mo)
597	6,750	3.0
597	7,200	3.0
597	7,650	3.0
796	8,100	3.0
796	8,550	3.0
995	9,450	3.0
995	10,350	3.0
1,194	11,250	3.0
1,194	12,150	3.0
1,393	13,050	3.0
1,393	13,950	3.0
1,592	14,850	3.0

