

SaaS Financial Model — Assumptions

Pricing Tiers	
Starter Tier — Monthly Price (\$/seat)	\$49
Growth Tier — Monthly Price (\$/seat)	\$149
Enterprise Tier — Monthly Price (\$/seat)	\$499
Starter — Initial Customers (Month 0)	30
Growth — Initial Customers (Month 0)	12
Enterprise — Initial Customers (Month 0)	4
Starter — Customer Mix %	65.0%
Growth — Customer Mix %	25.0%
Enterprise — Customer Mix %	10.0%

Growth & Churn	
Monthly New Customer Growth Rate	8.0%
Monthly Gross Churn Rate	2.5%
Month 1 New Customers (all tiers)	18

Customer Acquisition Cost (CAC)	
Blended CAC (all tiers, per customer)	\$380
Sales & Marketing Spend — Month 1 (\$)	\$6,840
COGS as % of MRR	18.0%

Named Cell References (for cross-sheet formulas):

Assumptions!B3	Starter price
Assumptions!B4	Growth price
Assumptions!B5	Enterprise price
Assumptions!B6	Starter seed customers
Assumptions!B7	Growth seed customers
Assumptions!B8	Enterprise seed customers
Assumptions!B9	Starter mix %
Assumptions!B10	Growth mix %
Assumptions!B11	Enterprise mix %
Assumptions!B14	Monthly growth rate
Assumptions!B15	Monthly churn rate
Assumptions!B16	Month 1 new customers
Assumptions!B19	Blended CAC
Assumptions!B20	Month 1 S&M spend
Assumptions!B21	COGS %

Entry-level plan
Mid-market plan
Full-feature plan
Seed customer count
Seed customer count
Seed customer count
% of new customers on Starter
% of new customers on Growth
% of new customers on Enterprise

Mom growth in new customer adds
% of customers lost per month
Starting new customer baseline

Fully-loaded sales & marketing cost
Err:501
Infrastructure + support cost ratio

Monthly SaaS Model — 12-Month Build

Metric	Jan	Feb	Mar
CUSTOMER METRICS			
New Customers Added	18	19	21
Churned Customers	1	Err:510	Err:510
Ending Customers (Month-End)	Err:510	Err:510	Err:510

MRR BRIDGE			
Beginning MRR	\$5,254	\$7,277	Err:510
New MRR	\$2,142	\$2,261	\$2,499
Churned MRR	(\$119)	Err:510	Err:510
Net New MRR	\$2,023	Err:510	Err:510
Ending MRR	\$7,277	Err:510	Err:510

UNIT ECONOMICS			
Blended ARPU (\$/mo)	\$119	\$119	\$119
Sales & Marketing Spend	\$6,840	\$7,387	\$7,978
CAC Payback Period (months)	3.2x	3.2x	3.2x
Gross Profit (\$)	\$5,967	Err:510	Err:510
Gross Margin %	82.0%	Err:510	Err:510

Apr	May	Jun	Jul	Aug	Sep
23	25	27	29	31	33
Err:510	Err:510	Err:510	Err:510	Err:510	Err:510
Err:510	Err:510	Err:510	Err:510	Err:510	Err:510
Err:510	Err:510	Err:510	Err:510	Err:510	Err:510
\$2,737	\$2,975	\$3,213	\$3,451	\$3,689	\$3,927
Err:510	Err:510	Err:510	Err:510	Err:510	Err:510
Err:510	Err:510	Err:510	Err:510	Err:510	Err:510
Err:510	Err:510	Err:510	Err:510	Err:510	Err:510
\$119	\$119	\$119	\$119	\$119	\$119
\$8,616	\$9,306	\$10,050	\$10,854	\$11,723	\$12,660
3.2x	3.2x	3.2x	3.2x	3.2x	3.2x
Err:510	Err:510	Err:510	Err:510	Err:510	Err:510
Err:510	Err:510	Err:510	Err:510	Err:510	Err:510

Oct	Nov	Dec	FY Total
36	39	42	343
Err:510	Err:510	Err:510	Err:510
Err:510	Err:510	Err:510	Err:510

Err:510	Err:510	Err:510	\$5,254
\$4,284	\$4,641	\$4,998	\$40,817
Err:510	Err:510	Err:510	Err:510
Err:510	Err:510	Err:510	Err:510
Err:510	Err:510	Err:510	Err:510

\$119	\$119	\$119	\$119
\$13,673	\$14,767	\$15,948	\$129,804
3.2x	3.2x	3.2x	3.2x
Err:510	Err:510	Err:510	Err:510
Err:510	Err:510	Err:510	Err:510

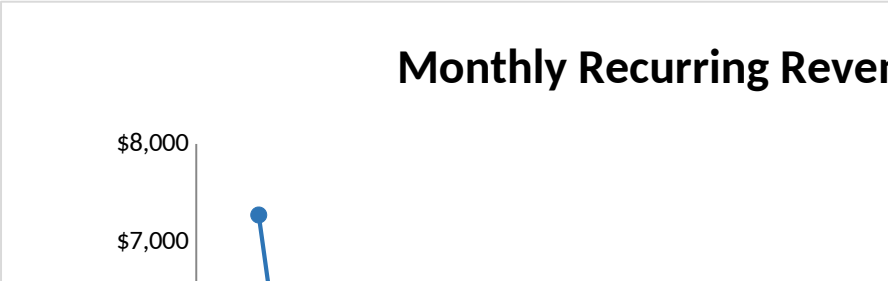
SaaS Financial Model — Annual Summary

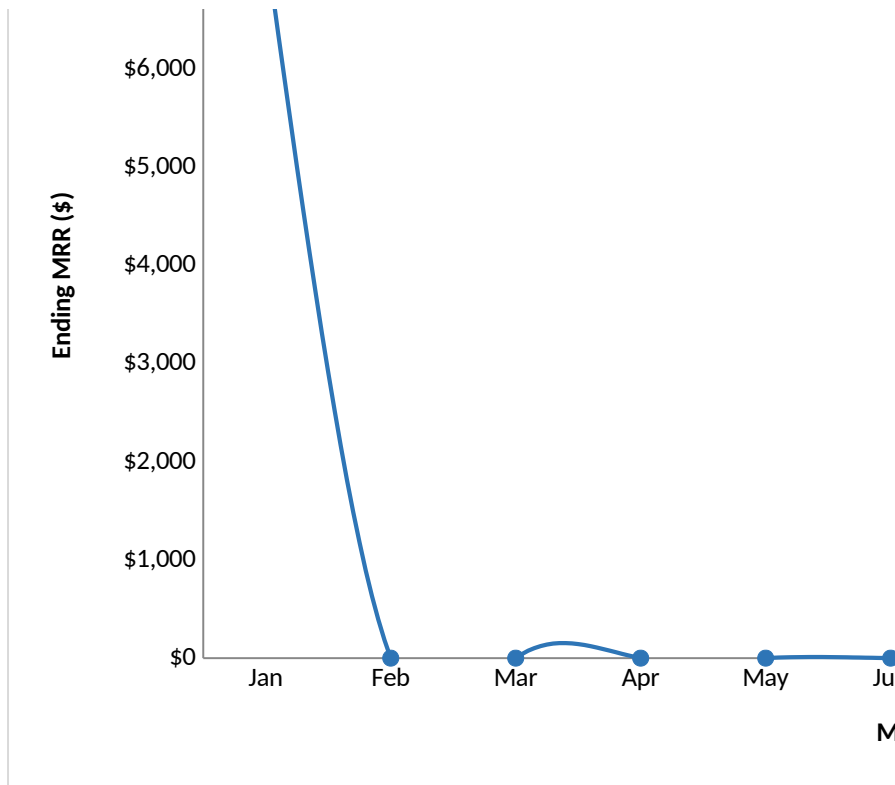
KEY ANNUAL METRICS	
ARR (Annual Run Rate)	Err:510
Ending MRR (Month 12)	Err:510
Beginning MRR (Month 1)	\$5,254
MRR Growth (absolute)	Err:510
MRR Growth %	Err:510

CUSTOMER METRICS	
Total Customers (Month 12)	Err:510
Total New Customers Added (FY)	343
Total Churned Customers (FY)	Err:510
Net Customer Adds (FY)	Err:510

UNIT ECONOMICS	
Blended CAC	\$380
Avg CAC Payback Period (months)	3.2x
Avg Blended ARPU (monthly)	\$119
Total S&M Spend (FY)	\$129,804
Total Gross Profit (FY)	Err:510
Avg Gross Margin % (FY)	Err:510

MRR BY MONTH (Source Data for Chart)	
Month	Ending MRR
Jan	\$7,277
Feb	Err:510
Mar	Err:510
Apr	Err:510
May	Err:510
Jun	Err:510
Jul	Err:510
Aug	Err:510
Sep	Err:510
Oct	Err:510
Nov	Err:510
Dec	Err:510





Ending MRR × 12
Monthly recurring revenue at year-end
Starting monthly recurring revenue
Net MRR added over 12 months
MRR growth rate over the year

Ending customer count
Sum of all new customer additions
Sum of all customer losses
New minus churned

Cost to acquire one customer
Avg months to recover CAC
Average revenue per user per month
Full-year sales & marketing investment
Revenue net of COGS
Avg gross margin across 12 months

MoM Growth %
-
Err:510
Err:510
Err:510
Err:510
Err:510
Err:510
Err:510
Err:510
Err:510
Err:510
Err:510

Revenue (MRR) — 12-Month Trajectory

