

SaaS Financial Mode

Parameter	Value
PRICING TIERS	
Starter Monthly Price	49
Growth Monthly Price	199
Enterprise Monthly Price	799
Starter Mix %	55.0%
Growth Mix %	35.0%
Enterprise Mix %	10.0%
GROWTH & CHURN	
Starting Customers (Month 0)	50
Starting MRR (Month 0)	3,200
Monthly New Customer Growth %	12.0%
Monthly Churn Rate %	2.5%
CAC & ECONOMICS	
CAC (blended)	320
Blended ARPU	\$47.40

l — Assumptions

Notes
USD/mo per customer
USD/mo per customer
USD/mo per customer
55% of new customers
35% of new customers
10% of new customers
Existing base at model start
USD – actual opening MRR
12% new customer growth MoM
2.5% of customers churn monthly
USD – cost to acquire one customer
Err:509

12-Month SaaS Final					
Metric	Jan	Feb	Mar	Apr	May
Opening Customers	50	55	61	66	72
New Customers	6	7	7	8	9
Churned Customers	1	1	2	2	2
Ending Customers	55	61	66	72	79
Opening MRR (\$)	\$3,200	\$3,437	\$3,721	\$3,958	\$4,243
New MRR (\$)	\$284	\$332	\$332	\$379	\$427
Churned MRR (\$)	\$47	\$47	\$95	\$95	\$95
Ending MRR (\$)	\$3,437	\$3,721	\$3,958	\$4,243	\$4,575
New Customers Acquired	6	7	7	8	9
CAC Spend (\$)	\$1,920	\$2,240	\$2,240	\$2,560	\$2,880

Financial Model — Monthly Build						
Jun	Jul	Aug	Sep	Oct	Nov	Dec
79	86	94	103	112	122	134
9	10	11	12	13	15	16
2	2	2	3	3	3	3
86	94	103	112	122	134	147
\$4,575	\$4,906	\$5,286	\$5,712	\$6,139	\$6,613	\$7,182
\$427	\$474	\$521	\$569	\$616	\$711	\$758
\$95	\$95	\$95	\$142	\$142	\$142	\$142
\$4,906	\$5,286	\$5,712	\$6,139	\$6,613	\$7,182	\$7,798
9	10	11	12	13	15	16
\$2,880	\$3,200	\$3,520	\$3,840	\$4,160	\$4,800	\$5,120

FY Total
134
123
26
147
\$7,182
\$5,830
\$1,232
\$7,798
123
\$39,360

SaaS Financial Model — Executive Summary

Key Performance Indicators (End of Year)

ARR (Ending)	\$93,574
MRR (Month 12)	\$7,798
Total Customers (EoY)	147
Blended ARPU	\$47.40
CAC (Blended)	\$320
CAC Payback (months)	9.6
Total CAC Spend (FY)	\$39,360
New Customers Added	123
Churned Customers	26
Net New Customers	97

Monthly MRR Schedule

Month	Ending MRR	New MRR	Churned MRR
Jan	\$3,437	\$284	\$47
Feb	\$3,721	\$332	\$47
Mar	\$3,958	\$332	\$95
Apr	\$4,243	\$379	\$95
May	\$4,575	\$427	\$95
Jun	\$4,906	\$427	\$95
Jul	\$5,286	\$474	\$95
Aug	\$5,712	\$521	\$95
Sep	\$6,139	\$569	\$142
Oct	\$6,613	\$616	\$142
Nov	\$7,182	\$711	\$142
Dec	\$7,798	\$758	\$142

Monthly Recurring Revenue (MRR) — 12-Mc



