

SaaS Financial Model — .

LEGEND: Blue = hardcoded input (edit these) | Yellow fill = key assumption

Assumption	Value
PRICING TIERS (Monthly per customer, \$)	
Starter — monthly price (\$)	\$49
Professional — monthly price (\$)	\$149
Enterprise — monthly price (\$)	\$499
Starter — mix % of new customers	50.0%
Professional — mix % of new customers	35.0%
Enterprise — mix % of new customers	15.0%
↳ Sum of tier mix (should = 100%)	100.0%
GROWTH & CHURN ASSUMPTIONS	
Starting customers (Month 1 beginning)	200
New customers — Month 1 (gross adds)	25
Monthly new customer growth rate (%)	5.0%
Monthly churn rate (% of ending customers)	2.0%
CAC & UNIT ECONOMICS	
Customer Acquisition Cost — CAC (\$)	\$800
Sales & Marketing spend (\$/month, fixed)	\$20,000
DERIVED ASSUMPTIONS (formula-driven, do not edit)	
Blended ARPU — monthly (\$) [formula]	\$152

CELL REFERENCE MAP (for fo

B5	\$49
B6	\$149
B7	\$499
B8	50.0%
B9	35.0%
B10	15.0%
B13	200
B14	25
B15	5.0%
B16	2.0%
B18	\$800
B19	\$20,000
B21	\$152

Assumptions

ns | Black = formula

Notes / Source
Entry-level plan; source: internal pricing sheet
Mid-market plan; source: internal pricing sheet
High-touch plan; source: internal pricing sheet
50% of new sign-ups on Starter; assumption by user
35% on Professional; assumption by user
15% on Enterprise; assumption by user
Must equal 100% (check sum of mix %)
Initial customer base; assumption by user
Baseline new logo count; assumption by user
5% MoM growth in new logos; assumption by user
2% logo churn per month; assumption by user
All-in sales & marketing cost per new logo; assumption by user
Base S&M budget per month; assumption by user
Weighted average monthly revenue per customer

Formula auditing)

Starter price
Professional price
Enterprise price
Starter mix %
Professional mix %
Enterprise mix %
Starting customers
New customers Month 1
Monthly new cust. growth rate
Monthly churn rate
CAC
S&M monthly spend
Blended ARPU (formula)

SaaS Financial Model

Metric	Jan	Feb	Mar	Apr
Beginning Customers	200	221	243	265
New Customers (gross adds)	25	26	27	28
Churned Customers	4	4	5	5
Ending Customers	221	243	265	288

New MRR (\$)	\$3,788	\$3,939	\$4,091	\$4,242
Churned MRR (\$)	(\$606)	(\$606)	(\$758)	(\$758)
Net New MRR (\$)	\$3,182	\$3,333	\$3,333	\$3,485
Ending MRR (\$)	\$33,482	\$36,815	\$40,148	\$43,632

Beginning MRR (\$)	\$30,300	\$33,482	\$36,815	\$40,148
MoM MRR Growth (%)	N/A	10.0%	9.1%	8.7%

CAC Spend (\$)	\$20,000	\$20,800	\$21,600	\$22,400
Gross Margin (% assumed) [input — edit]	75.0%	75.0%	75.0%	75.0%

Model — Monthly Build (12 Months)

May	Jun	Jul	Aug	Sep	Oct
288	311	335	360	387	415
29	30	32	34	36	38
6	6	7	7	8	8
311	335	360	387	415	445
\$4,394	\$4,545	\$4,848	\$5,151	\$5,454	\$5,757
(\$909)	(\$909)	(\$1,061)	(\$1,061)	(\$1,212)	(\$1,212)
\$3,485	\$3,636	\$3,788	\$4,091	\$4,242	\$4,545
\$47,117	\$50,753	\$54,540	\$58,631	\$62,873	\$67,418
\$43,632	\$47,117	\$50,753	\$54,540	\$58,631	\$62,873
8.0%	7.7%	7.5%	7.5%	7.2%	7.2%
\$23,200	\$24,000	\$25,600	\$27,200	\$28,800	\$30,400
75.0%	75.0%	75.0%	75.0%	75.0%	75.0%

Nov	Dec	Full Year
445	476	
40	42	387
9	10	79
476	508	508

\$6,060	\$6,363	
(\$1,364)	(\$1,515)	(\$11,969)
\$4,697	\$4,848	\$46,662
\$72,114	\$76,962	\$76,962

\$67,418	\$72,114	
7.0%	6.7%	7.9%

\$32,000	\$33,600	
75.0%	75.0%	75.0%

SaaS Financial Model — End of Year

Metric	Value	
ARR — End of Year (\$)	\$923,544	
ARR — Start of Year (\$)	\$363,600	
ARR Growth (YoY %)	154.0%	
Ending MRR (Month 12, \$)	\$76,962	
Peak MRR — Month (\$)	\$76,962	
Total New MRR (12 mo, \$)	\$58,631	
Total Churned MRR (12 mo, \$)	(\$11,969)	
Net New MRR (12 mo, \$)	\$46,662	

NOTES

- CAC Payback = CAC / (Blended ARPU × Gross Margin %)
- ARR = Ending MRR × 12
- Churned MRR shown as negative in Monthly Model; positives shown here for reconciliation
- All inputs live on the Assumptions sheet (blue cells). Change them to re-run the model

Monthly Ending



Executive Summary	
Metric	Value
Total Customers (end Month 12)	508
Total Customers (start Month 1)	200
Customer Growth (YoY %)	154.0%
New Customers Added (12 mo)	387
Churned Customers (12 mo)	79
CAC — Customer Acq. Cost (\$)	\$800
Blended ARPU (monthly, \$)	\$152
CAC Payback Period (months)	7.0x

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model.

g MRR (\$)

Jan
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