

# TripTactix Financial Document

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## 1. Startup Costs (Initial Investment)

Category	Estimated Cost (EGP)
Website & App Development	80,000
Hosting & Domain (1st Year)	10,000
Initial Marketing Campaigns	50,000
Legal & Business Registration	5,000
Branding (logo, design assets)	3,000
Staff Salaries (3 months reserve)	30,000
Content Creation (photos, videos)	7,000
Miscellaneous	5,000
<b>Total Initial Investment</b>	<b>190,000 EGP</b>

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## 2. Monthly Operating Costs (First Year)

Expense	Monthly (EGP)	Yearly (EGP)
Hosting & Maintenance	1,000	12,000
Marketing (Ongoing)	5,000	60,000
Staff Salaries (Part-time Team)	10,000	120,000
Customer Support & Tools	1,000	12,000
Miscellaneous	1,000	12,000
<b>Total Operating Costs</b>	<b>18,000 EGP</b>	<b>216,000 EGP</b>

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## 3. Revenue Projections (First Year)

### Assumptions

- 10,000 registered users by year-end
- 1,000 bookings per month
- Average commission: 10 EGP per booking
- Ads and partnerships start in Month 4

Revenue Source	Monthly Avg.	Yearly Total (EGP)
Booking Commission	10,000	120,000
Advertisements & Listings	5,000	45,000 (from Month 4)

Revenue Source	Monthly Avg.	Yearly Total (EGP)
Sponsored Features	2,000	18,000 (from Month 4)
<b>Total Projected Revenue</b>	—	<b>183,000 EGP</b>

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#### 4. Break-even Analysis

**| Total Expenses (Year 1) | 406,000 EGP | | Projected Revenue (Year 1) | 183,000 EGP | |**  
**Deficit in Year 1 | -223,000 EGP |**

**Break-even Expected: Start of Year 3**

- Revenue expected to grow by 50–70% in Year 2 as platform scales.
  - Revenue surpasses expenses once user base hits ~30,000+ and 3,000+ monthly bookings.
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#### 5. Long-term Financial Goals (Year 2 & 3)

Metric	Year 2	Year 3
Users	30,000	60,000
Monthly Bookings	3,000	6,000
Yearly Revenue	450,000 EGP	900,000 EGP
Net Profit (Est.)	50,000 EGP	300,000 EGP