

Dashboard

ABC | XYZ E-Commerce Financial Model

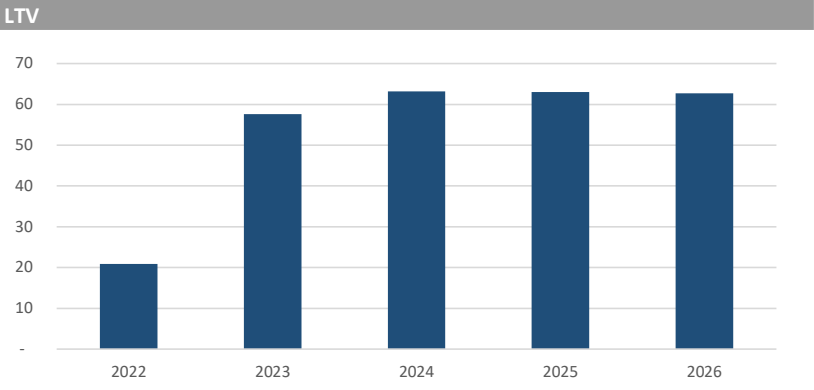
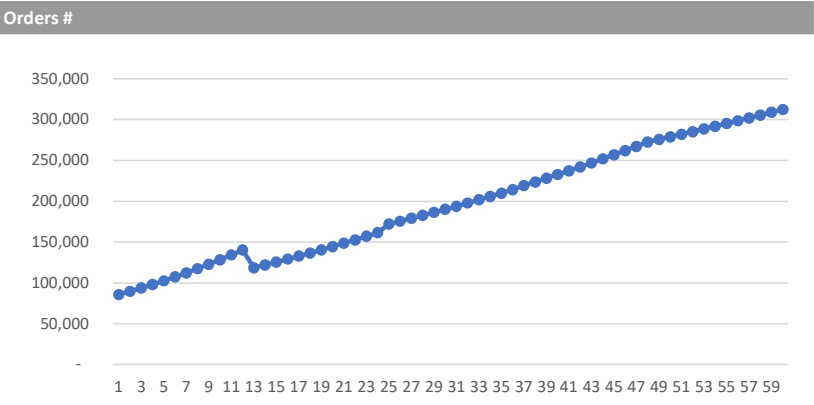
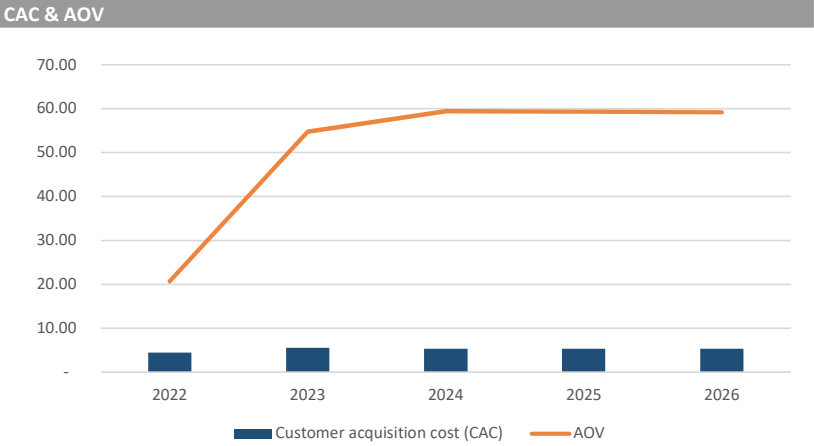
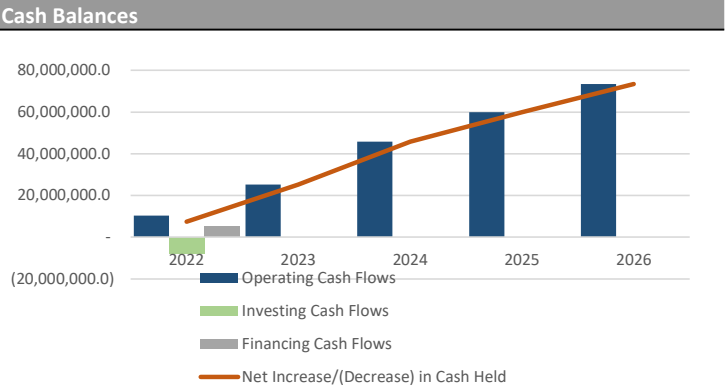
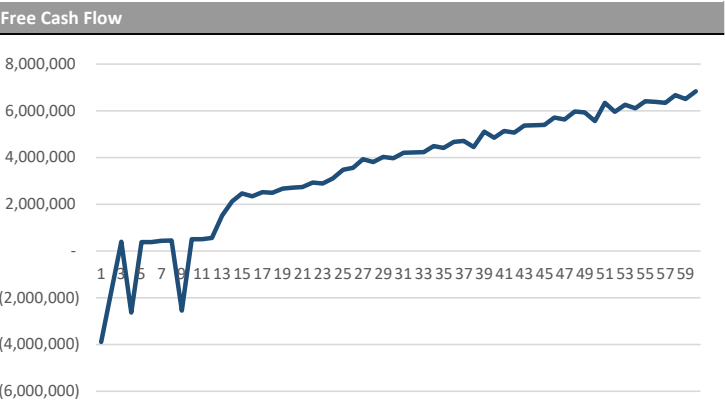
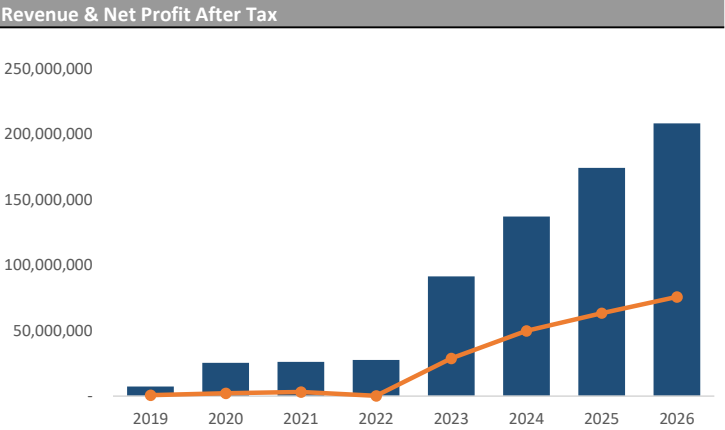
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Income Statement USD								
Year Ending 31 December	2019	2020	2021	2022	2023	2024	2025	2026
Revenue	7,411,270	25,400,277	26,165,335	27,550,982	91,395,187	137,190,903	174,422,448	208,437,887
Cost of Goods Sold	(5,137,968)	(17,653,294)	(18,163,328)	(14,916,809)	(47,679,369)	(70,936,462)	(90,188,838)	(107,907,934)
Gross Margin	2,273,302	7,746,983	8,002,007	12,634,173	43,715,818	66,254,441	84,233,610	100,529,953
Operating Expenditure	(1,436,734)	(5,450,355)	(4,851,775)	(7,305,200)	(11,960,072)	(16,475,814)	(20,765,257)	(24,768,153)
EBITDA	836,568	2,296,628	3,150,232	5,328,973	31,755,747	49,778,626	63,468,352	75,761,799
Depreciation & Amortization	-	-	-	(5,084,667)	(2,918,333)	(1,667)	(333)	-
EBIT	836,568	2,296,628	3,150,232	244,307	28,837,413	49,776,960	63,468,019	75,761,799
Interest Expense	-	-	-	-	-	-	-	-
Net Profit Before Tax	836,568	2,296,628	3,150,232	244,307	28,837,413	49,776,960	63,468,019	75,761,799
Tax Expense / (Benefit)	-	-	-	-	-	-	-	-
Net Profit After Tax	836,568	2,296,628	3,150,232	244,307	28,837,413	49,776,960	63,468,019	75,761,799
EBITDA Margin	11.3%	9.0%	12.0%	19.3%	34.7%	36.3%	36.4%	36.3%

Balance Sheet USD								
Year Ending 31 December	2019	2020	2021	2022	2023	2024	2025	2026
Current Assets	1,855,325	5,811,136	14,137,332	12,110,520	43,965,551	93,858,941	157,406,204	233,254,118
Non-Current Assets	1,770	1,770	1,770	2,920,333	2,000	333	-	-
Total Assets	1,857,095	5,812,906	14,139,102	15,030,854	43,967,551	93,859,275	157,406,204	233,254,118
Current Liabilities	969,170	2,628,353	7,802,416	119,229	218,513	333,276	412,186	498,301
Non-Current Liabilities	-	-	-	-	-	-	-	-
Total Liabilities	969,170	2,628,353	7,802,416	119,229	218,513	333,276	412,186	498,301
Net Assets	887,925	3,184,554	6,336,686	14,911,625	43,749,038	93,525,998	156,994,017	232,755,817
Ordinary Equity	51,357	51,357	53,257	10,053,257	10,053,257	10,053,257	10,053,257	10,053,257
Retained Profits	836,568	3,133,197	6,283,428	4,858,368	33,695,781	83,472,741	146,940,760	222,702,559
Total Equity	887,925	3,184,554	6,336,686	14,911,625	43,749,038	93,525,998	156,994,017	232,755,817

Cash Flow Statement USD					
Year Ending 31 December	2022	2023	2024	2025	2026
Cash Receipts	27,308,816.1	90,053,225.5	136,316,837.9	173,643,061.6	207,916,150.1
Cash Payments	(16,984,149.2)	(64,785,594.8)	(90,454,304.0)	(113,618,677.6)	(134,435,571.5)
Other Operating Cash Flows	-	-	-	-	-
Operating Cash Flows	10,324,667.0	25,267,630.7	45,862,533.9	60,024,384.1	73,480,578.6
Capital Expenditure	(8,005,000.0)	-	-	-	-
Investing Cash Flows	(8,005,000.0)	-	-	-	-
Debt Drawdowns/(Repayments)	-	-	-	-	-
Equity Drawdowns/(Repayments)	10,000,000.0	-	-	-	-
Equity Dividends Paid	(4,858,367.7)	-	-	-	-
Financing Cash Flows	5,141,632.3	-	-	-	-
Net Increase/(Decrease) in Cash Held	7,461,299.2	25,267,630.7	45,862,533.9	60,024,384.1	73,480,578.6



Use of Funds

ABC | XYZ E-Commerce Financial Model

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Use of Funds for the **20** Months

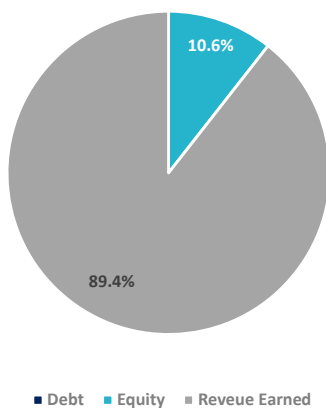
Source of Funds

Debt	-	0.0%
Equity	10,053,257	10.6%
Revenue Earned	85,001,678	89.4%
Total Source of Funds	95,054,935	100.0%

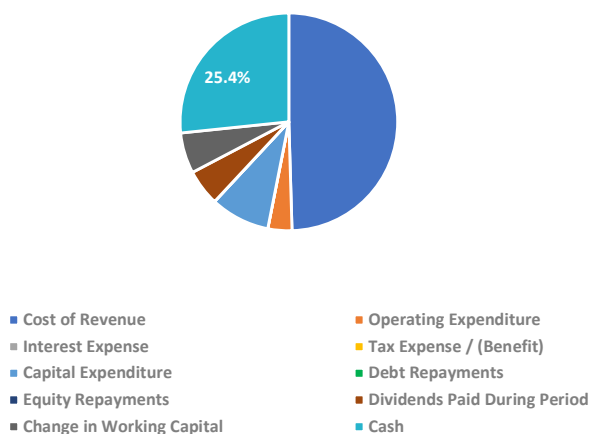
Use of Funds

Cost of Revenue	44,887,894	47.2%
Operating Expenditure	3,222,236	3.4%
Interest Expense	-	0.0%
Tax Expense / (Benefit)	-	0.0%
Capital Expenditure	8,005,000	8.4%
Debt Repayments	-	0.0%
Equity Repayments	-	0.0%
Dividends Paid During Period	4,858,368	5.1%
Change in Working Capital	5,491,319	5.8%
Cash	24,107,183	25.4%
Total Use of Funds	90,572,000	95.3%

Source of Funds



Use of Funds





Company Details

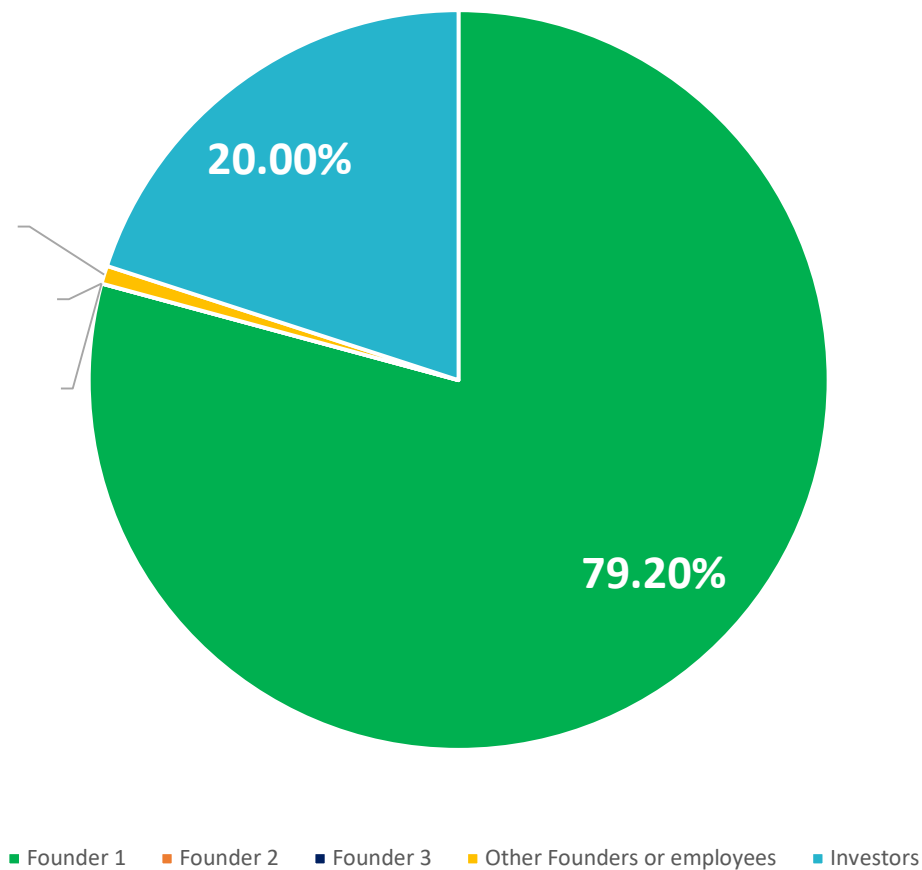
Initial number of share issued	10,000,000	#
The initial % ownership		
	Percentage (pre-funding)	Stock #
Founder 1	99%	9,900,000
Founder 2		0
Founder 3		0
Other Founders or employees	1%	100,000
Total	100%	10,000,000

How much money are you looking to raise?	\$10,000,000	USD
Pre-money valuation?	\$40,000,000	USD

Results		
Basics		
Post-Money Valuation	\$50,000,000	USD
Stock that needs to be issued	2,500,000	#
Total company stock after funding	12,500,000	#
Investor's ownership	20.00%	%

Cap Table	Percentage (pre-funding)	Percentage Ownership
Founder 1	9,900,000	79.20%
Founder 2	0	0.00%
Founder 3	0	0.00%
Other Founders or employees	100,000	0.80%
Investors	2,500,000	20.00%

Percentage Ownership



Income Statement A

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Error Checks

Alert Checks

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Year Ending 31 December	2022	2023	2024	2025	2026
Period Start Date (From Start of Day...)	1/1/2022	1/1/2023	1/1/2024	1/1/2025	1/1/2026
Period End Date (Until End of Day...)	12/31/2022	12/31/2023	12/31/2024	12/31/2025	12/31/2026
Financial Year	2022	2023	2024	2025	2026
Counter	1	2	3	4	5

Income Statement USD					
Revenue	27,550,982	91,395,187	137,190,903	174,422,448	208,437,887
Cost of Revenue	(14,916,809)	(47,679,369)	(70,936,462)	(90,188,838)	(107,907,934)
Gross Margin	12,634,173	43,715,818	66,254,441	84,233,610	100,529,953
Gross Margin	46%	48%	48%	48%	48%
Advertising	(5,889,337)	(9,250,511)	(12,343,188)	(15,654,146)	(18,589,221)
Post-Marketing Profit	6,744,836	34,465,307	53,911,253	68,579,463	81,940,732
Profit %	24%	38%	39%	39%	39%
Operating Expenditure	(1,415,863)	(2,709,560)	(4,132,627)	(5,111,111)	(6,178,933)
EBITDA	5,328,973	31,755,747	49,778,626	63,468,352	75,761,799
Depreciation & Amortization	(5,084,667)	(2,918,333)	(1,667)	(333)	-
EBIT	244,307	28,837,413	49,776,960	63,468,019	75,761,799
Interest Expense	-	-	-	-	-
Net Profit Before Tax	244,307	28,837,413	49,776,960	63,468,019	75,761,799
Tax Expense / (Benefit)	-	-	-	-	-
Net Profit After Tax	244,307	28,837,413	49,776,960	63,468,019	75,761,799
Error Check	-	-	-	-	-

Notes

Revenues and expenses enter the Income Statement as positive and negative numbers respectively.

Balance Sheet A

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Error Checks

Alert Checks

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Year Ending 31 December	2022	2023	2024	2025	2026
Period Start Date (From Start of Day...)	1/1/2022	1/1/2023	1/1/2024	1/1/2025	1/1/2026
Period End Date (Until End of Day...)	12/31/2022	12/31/2023	12/31/2024	12/31/2025	12/31/2026
Financial Year	2022	2023	2024	2025	2026
Counter	1	2	3	4	5

Balance Sheet USD

Current Assets

Opening Cash	2,306,869.0	9,768,168.2	35,035,799.0	80,898,332.9	140,922,717.0
Net Change in Cash Held	7,461,299.2	25,267,630.7	45,862,533.9	60,024,384.1	73,480,578.6
Cash at Bank	9,768,168	35,035,799	80,898,333	140,922,717	214,403,296
Inventory	1,686,494	6,931,932	10,088,723	12,832,215	14,677,814
Accounts Receivable	655,859	1,997,820	2,871,885	3,651,272	4,173,009
Total Current Assets	12,110,520	43,965,551	93,858,941	157,406,204	233,254,118

Non-Current Assets

Assets	2,920,333	2,000	333	-	-
Total Non-Current Assets	2,920,333	2,000	333	-	-

Total Assets	15,030,854	43,967,551	93,859,275	157,406,204	233,254,118
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Current Liabilities

Accounts Payable	119,229	218,513	333,276	412,186	498,301
Tax Payable	-	-	-	-	-
Debt Interest Payable	-	-	-	-	-
Ordinary Equity Dividends Payable	-	-	-	-	-
Total Current Liabilities	119,229	218,513	333,276	412,186	498,301

Non-Current Liabilities

Debt	-	-	-	-	-
Deferred Tax Liabilities	-	-	-	-	-
Total Non-Current Liabilities	-	-	-	-	-

Total Liabilities	119,229	218,513	333,276	412,186	498,301
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Net Assets	14,911,625	43,749,038	93,525,998	156,994,017	232,755,817
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Equity

Ordinary Equity	10,053,257	10,053,257	10,053,257	10,053,257	10,053,257
Opening Retained Profits	9,807,633	30,592,075	78,819,396	141,008,993	215,939,586
Opening Balance Sheet Balancing Item	3,189,001	-	-	-	-
Net Profit During Period	244,307	28,837,413	49,776,960	63,468,019	75,761,799
Ordinary Equity Dividends Declared	(4,858,368)	-	-	-	-
Retained Profits	4,858,368	33,695,781	83,472,741	146,940,760	222,702,559
Total Equity	14,911,625	43,749,038	93,525,998	156,994,017	232,755,817

Error Values Check	-	-	-	-	-
Balance Check	-	-	-	-	-
Total Error Check Result	-	-	-	-	-
Alert Check (Negative Cash)	-	-	-	-	-

Cash Flow A

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Error Checks

Alert Checks

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Year Ending 31 December	2022	2023	2024	2025	2026
Period Start Date (From Start of Day...)	1/1/2022	1/1/2023	1/1/2024	1/1/2025	1/1/2026
Period End Date (Until End of Day...)	12/31/2022	12/31/2023	12/31/2024	12/31/2025	12/31/2026
Financial Year	2022	2023	2024	2025	2026
Counter	1	2	3	4	5

Direct Cash Flow Statement USD

Cash Flow from Operating Activities					
Revenue	27,550,982	91,395,187	137,190,903	174,422,448	208,437,887
Decrease in Accounts Receivable	(242,166)	(1,341,962)	(874,065)	(779,386)	(521,737)
Cash Receipts	27,308,816	90,053,226	136,316,838	173,643,062	207,916,150
Cost of Goods Sold	(14,916,809)	(47,679,369)	(70,936,462)	(90,188,838)	(107,907,934)
Operating Expenditure	(7,305,200)	(11,960,072)	(16,475,814)	(20,765,257)	(24,768,153)
Increase in Accounts Payable	9,456,877	(5,245,439)	(3,156,791)	(2,743,492)	(1,845,599)
Increase in Inventory	(4,219,018)	99,284	114,763	78,910	86,115
Cash Payments	(16,984,149)	(64,785,595)	(90,454,304)	(113,618,678)	(134,435,572)
Interest Paid	-	-	-	-	-
Tax Paid	-	-	-	-	-
Net Cash Flow from Operating Activities	10,324,667	25,267,631	45,862,534	60,024,384	73,480,579
Cash Flow from Investing Activities					
Capital Expenditure - Assets	(8,005,000)	-	-	-	-
Net Cash Flow from Investing Activities	(8,005,000)	-	-	-	-
Cash Flow from Financing Activities					
Debt Drawdowns	-	-	-	-	-
Debt Repayments	-	-	-	-	-
Equity Raisings	10,000,000	-	-	-	-
Equity Repayments	-	-	-	-	-
Dividends Paid During Period	(4,858,368)	-	-	-	-
Net Cash Flow from Financing Activities	5,141,632	-	-	-	-
Net Increase / (Decrease) in Cash Held	7,461,299	25,267,631	45,862,534	60,024,384	73,480,579

Indirect Cash Flow Statement USD

Cash Flow from Operating Activities					
Net Profit After Tax	244,307	28,837,413	49,776,960	63,468,019	75,761,799
(Add Back) Tax Expense	-	-	-	-	-
(Add Back) Total Debt Interest Expense	-	-	-	-	-
(Add Back) Total Book Depreciation & Amortisation	5,084,667	2,918,333	1,667	333	-
Decrease in Accounts Receivable	(242,166)	(1,341,962)	(874,065)	(779,386)	(521,737)
Increase in Inventory	9,456,877	(5,245,439)	(3,156,791)	(2,743,492)	(1,845,599)
Increase in Accounts Payable	(4,219,018)	99,284	114,763	78,910	86,115
Interest Paid	-	-	-	-	-
Tax Paid	-	-	-	-	-
Net Cash Flow from Operating Activities	10,324,667	25,267,631	45,862,534	60,024,384	73,480,579
Cash Flow from Investing Activities					
Capital Expenditure - Assets	(8,005,000)	-	-	-	-
Net Cash Flow from Investing Activities	(8,005,000)	-	-	-	-
Cash Flow from Financing Activities					
Debt Drawdowns	-	-	-	-	-
Debt Repayments	-	-	-	-	-
Equity Raisings	10,000,000	-	-	-	-
Equity Repayments	-	-	-	-	-
Dividends Paid During Period	(4,858,368)	-	-	-	-
Net Cash Flow from Financing Activities	5,141,632	-	-	-	-
Net Increase / (Decrease) in Cash Held	7,461,299	25,267,631	45,862,534	60,024,384	73,480,579
	14,922,598	50,535,261	91,725,068	120,048,768	146,961,157

Error Values Detected - Direct Method	-	-	-	-	-
Error Values Detected - Indirect Method	-	-	-	-	-
Cash Flow Summation Check - Direct Method	-	-	-	-	-
Cash Flow Summation Check - Indirect Method	-	-	-	-	-
Direct vs. Indirect Reconciliation Check	-	-	-	-	-
Total Error Checks Result	-	-	-	-	-